# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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Vol. CXXVI, No. 9 New York, February 28, 1924

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# ÆTNA-IZE

### "A word fitly spoken"

"LKE apples of gold in pictures of silver" was the way Solomon epitomized the "fitly spoken" word.

When the Ætna Life Insurance Company and affiliated companies, of Hartford, Conn., placed its advertising in our care, we sought a way to fittingly bespeak the unusual services of this client.

In the many forms of policies issued by this strongest multiple-line insurance company in the world, we saw a powerful protective force paralleling and checkmating all the every-day risks of life which constantly walk beside every man, mocking his hopes and efforts.

And so we did not attempt to sell insurance as such, and by sheer strength of lung to outshout all opposition. Rather, we endeavored to present Ætna as the Alpha and Omega of protection for home, property, business and earning ability—a safeguard for both the present and the future of oneself and loved ones.

"Ætna-ize" is the ringing admonition in all Ætna copy. "Ætna-ize"... "Ætna-ize"... "Ætna-ize". The word has been driven home in thousands of minds as a synonym for needed insurance.

Perhaps your business, too, would benefit from "a word fitly spoken" in due season.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

BOSTON

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# Inspiration

The farm family who reads a Standard Farm Paper is inspired by its editorial leadership to desire the good things in life.

There are over two million Standard Farm families

### THE STANDARD FARM PAPERS

Pacific Rural Press The Farmer, St. Paul The Breeder's Gazette Hoard's Dairyman Progressive Farmer The Nebraska Farmer Wallaces' Farmer Wisconsin Agriculturist American Agriculturist Prairie Farmer, Chicago

The Farmer's Wife

STANDARD FARM PAPERS, INC. Wallace C. Richardson, Gen. Mgr. Transportation Bldg. Chicago, Iil.



Wallace C. Richardson, Inc. 95 Madison Avenue New York City

## PRINTERS' INK

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VOL. CXXVI

NEW YORK, FEBRUARY 28, 1924

No. 9

### The Rising Tide of Time-Payments

Will Harm Result from the Rapid Extension of Instalment Selling That Mortgages the Future for the Sake of Present Sales?

### By James True

HERE have been numerous I reports that a Government investigation of the entire subject of the selling on a time-payment

basis is under way.

Calls by a Printers' INK representative on all of the Government organizations likely to conduct such an investigation, however, have failed to reveal any effort that would justify the announcement. These interviews, nevertheless, produced a number of facts and authoritative opinions that may, when logically arranged, throw some light on a condition that is considered ominous by many.

A complete governmental investigation of any phase of the retail business of the country undoubtedly would be conducted by the Division of Domestic Commerce, of the Bureau of Foreign and Domestic Commerce; but while the members of the division are evidently much interested in the subject, their information regarding it is in the nature of a byproduct, and they are unwilling to express anything officially but their interest. Likewise, the automobile, housing, and other divisions of the bureau have made no special effort to investigate the extent of time-payment purchases in their industries.

A similar condition prevails in the seven governmental divisions and other organizations visited, and in several large commercial associations with headquarters in Washington. And while the chiefs and their assistants did not consider that the facts warranted them in talking for publication, the consensus of all was that the prevailing interest in the development of the time-payment system is very much greater than the importance of the subject justifies. As one economist who has spent many years in the retail

field expressed it:

"The cost of a complete survey would be very great and, when completed, would be of comparatively little value. An investigation of the extent of the system in the retailing of two or three lines would be interesting; but it would be retained by the system. would be practically valueless because it would not give a basis for comparisons. We now know that the time-payment business has increased rapidly in many lines during the last eighteen months, and that there are two principal dangers connected with its development.

"The first of these, and undoubtedly the greatest, is the tendency of retailers who offer time-payment propositions to compete with each other on liberality of terms, rather than on quality and price of their merchandise. This creates a disturbing element in retail merchandising; but it is temporary, as a rule, and rights itself with the ultimate costs assessed against the retailer.

"The second danger is an outgrowth of the first, and results from a too general and persistent promotion of time-payment sell-

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ing. Several communities have suffered a reaction from this cause, and it invariably results from extending liberal credit to market a large volume of goods, the majority of sales being made to people who cannot afford to take care of the payments.

"Invariably, credit must be paid for, and the public knows that it An abnormal pays for credit. demand for high-priced goods is inevitably followed by the reaction of depression. We had an excellent illustration of the working of this economic law soon after the war. And now, during a period of high wages, if retail sales are abnormally stimulated by the offering of loose credit, and, since credit materially inprices of goods, creases the reaction will begin with the first general reduction of wages.

"Then will follow a decline of the public's purchasing power, which will lead to a slowing up of production, followed by increasing unemployment, which gets us back to wages. It's the familiar old vicious circle. And it is obvious that if a very large part of the country's retail business is on a long-time credit basis the decline will be more rapid and disastrous than it will be if cash and short-time credit systems

prevail. "However, there is no serious cause for alarm in the present conditions. High wages and regular employment tend to increase credit business because they make credit good. If the time-payment system were new, and had developed to its present proportions within the last two or three years, we could look upon it as a serious factor in retail merchandising: but its growth has covered a long period and, for the last thirty years at least, the volume of goods retailed on long-time credit has gradually increased with, of course, a tremendous increase caused by the recent entrance of the automobile in the field."

Despite this reasoning, alarm has been expressed in many quarters. Recently, Sol Schloss, president of the National Association of Retail Clothiers and Furnishers, was reported to have said that the instalment plan of selling was harmful to industry, and that he believed the only solution of a very serious condition would be for all branches of legitimate industry, from the bankers on down, to enter collectively into a campaign of education in order to save the "victims."

An association in the field of women's apparel is also reported to be seriously concerned, with an investigation of the extent of the time-payment business in its industry under way. Several trade journals have started campaigns to educate their trades against the evils of the system, and while most of their articles feature the supposed dangers of automobile time-payment selling, they are just as much concerned with the increasing number of products offered on the plan.

To find an indication of the extent of the variety of goods being sold on time payments, another Washington economist recently checked the advertisements in twenty-seven newspapers in as many cities of the country. From November 11 to December 20, last, he found that these papers published 141 advertisements which made a direct appeal for time-payment sales on the following products:

Furniture,
Pianos,
Used cars.
Clothing.
Washing machines.
Stoves.
Rugs and carpets.
Jewelry.
Phonographs.
Sewing machines.
Women's apparel.
House furnishings.
Safes.

Radio equipment. Violins. Cedar chests. Silverware. Kitchen cabinets. New automobiles. Typewriters. Diamonds. Vacuum cleaners. Lamps. Candy and nuts. Gifts. Trucks.

Unfortunately, no record was made of lineage and prices, and no comparisons were made with the advertising of other goods. A subsequent check of the same papers during January showed that the volume of time-payment advertising fell off slightly after the holidays, but that there was no decrease in the variety of goods offered.

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### **Concerted Action**

Take a body of people holding the same convictions and you get concerted action.

Concerted Action is the father of the old proverb: "United we stand, divided we fall."

The Better Families in small towns where church homes dominate are fast friends of the Christian Herald.

The concerted buying action of these readers means success for the advertisers using its pages who realize the value of reaching the small town, church-going communities.

# Christian Herald

"Goes into the heart as well as the home."

Most of the recent articles on the subject attempt to prove that the great volume of automobile business is the principal cause of the interest in and fear of the time-payment system. One writer, in a series of articles, based a large part of his argument against the system on the statement that last year the sales of automobiles on time-payments reached a total of \$1,520,000,000, and that 85 per cent of all automobile sales were on time payments. But investigation shows that these figures are not reliable, and that with all estimates of the kind one man's guess is as good as another's.

The National Automobile Chamber of Commerce reports that the total wholesale value of the cars produced last year was \$2,243,385,000. About 8 per cent of the cars were exported. Hence the retail value of the cars produced and sold in this country

duced and sold in this country was something over \$2,500,000,000. For many months the Automobile Chamber has been attempting to determine, with some degree of accuracy, the extent of the automobile time-payment business, but without the slightest success. Only three of the finance companies operating in the field make reports: the General Motors Acceptance Company, the Continental Guaranty Corporation, and the Commercial Discount Company. There are about 600 other time-payment finance concerns in the country, and local banks handle a large share of the volume.

More than a year ago the Federal Reserve Board began a survey of the time-payment automobile business, but was compelled to give up the work. The board sent a questionnaire to each of all the recorded finance companies operating or specializing in the field; but only about twenty of them replied, and their reports were not complete or specific enough to furnish even reliable indications.

Another expert in the retail field pointed out the fact that for ten years or more, until the timepayment system became general in the business, there was a great deal of fear expressed because people were borrowing money with which to pay for automobiles. In 1914, he said, one of the largest makers of cars reported that about 75 per cent of the cars sold by his factory branches were bought by people who mortgaged their homes to make the purchases. And from the statements of this economist and the others interviewed, the following is summarized:

The great and sudden development of time-payment automobile sales was brought about by the substitution of personal for se-cured credit. The time-payment credit is paid for both in interest and a "carrying charge." extension of the system increases the carrying cost, and when this cost goes beyond a certain limit a large part of the public will find it advisable to save up their money and pay cash for their automobiles. Hence the business will tend to adjust itself during normal times; but a slight general depression would precipitate a serious depression in the automobile or any other industry where long-time credit largely prevailed.

Many large retailers of clothing and women's apparel have expressed the fear that since the people are spending so much for the purchase of automobiles, they will spend an abnormally small amount for clothing and other necessary goods. The natural way to meet such competition would be to offer better values, and to find ways and means of diminishing the merchandising spread; but many retailers are attempting to meet the condition by offering long-time, dangerous credit terms.

During the last year a number of department stores opened deferred-payment departments, and clothing stores in practically every city in the country adopted time-payment systems. The usual method employed is to accept a down cash payment on a bill of goods of from 10 to 25 per cent of the total purchase price, and then arrange monthly or weekly

(Continued on page 137)

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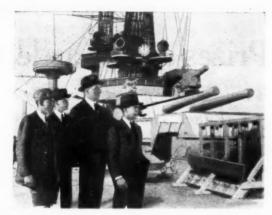
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### "Gosh, Dad! This ship's a lot like home"

"I hadn't noticed it, Walt. How do you mean?"

"Look at all the familiar names and things. I never imagined I'd find the same name on those huge electric motors that is on Mother's vacuum cleaner. Or linoleum rugs like the one in our kitchen. Or a radio set just like mine, only bigger. I had no idea the folks who make the things we use at home could make things like these."

He'd never imagined it! Nor have hundreds of thousands of other boys. Yet in a few short years these boys will be selecting equipment for mill and factory, railroad, mine and office. They ought to be told about your industry, your products, your service; they ought to be told of the greatness of your corporation as an American institution. Tell them in the magazine they love and respect—

# AMERICAN BOY The Biggest Brightest, Best Magazine for Boys in All the World

It is giving 500,000 sons of well-to-do parents a broad view of the greatness of America and her industry, commerce and business. Through fiction tales of wonderful interest it depicts the excellence of American life, and shows how it has been attained by the marvelous development of American industry.

These boys average 15½ to 16 years old. Soon they'll be out in the business maelstrom. Make them remember you. Make them your friends. Advertise to them now in THE AMERICAN BOY.

### THE SPRAGUE PUBLISHING COMPANY

(Member A.B.C.)

Lafayette Boulevard

Detroit, Michigan

## Prizes are awarded

### Winners of the prizes offered by the J. Walter Thompson Company are announced

THREE methods of estimating purchasing power are brought out in the prize winning essays.

The first develops a new way of measuring the purchasing power of industrial incomes, the second makes a valuable contribution to the study of household expenditures, while the third indicates a method by which the relation between applicants for employment and actual employment available in public employment bureaus may be used to measure purchasing power at any given time.

# 1st Prize \$1500 Professor WM. A. BERRIDGE Brown University, assisted by the staff of the "Brown Bureau of Business Research."

Professor Berridge's essay is entitled "An Index of the Incomes of Factory Workers." This study points out a new way of measuring the purchasing power of industrial incomes. It provides a method more direct than any now available.

### 2nd Prize \$800 EMMA A. WINSLOW, Ph.D. West View Park, Riverside, Conn.

Dr. Winslow's essay, "Contributions from Budget Studies to the Construction of a Statistical Index of the Purchasing Power of Consumers in the United States," makes a detailed study of family budgets. It 1924

presents a method for using records of expenditures in estimating the purchasing power of family units.

### 3rd Prize \$500 MR. RICHARD A. FLINN

Chief, Division of Employment, New York State Department of Labor, 124 East 28th Street, New York City.

Mr. Flinn's essay shows a method by which the ratio between applicants for employment in public employment bureaus and actual employment available, may be used to serve as a comparatively simple indication of variations in purchasing power.

### The Board of Judges in charge of the contest were:

PROF. R. E. CHADDOCK, Chairman, Columbia University; MR. HENRY S. DENNISON, President, Dennison Manufacturing Co., Framingham, Mass.;

MR. A. LINCOLN FILENE, Treasurer, Wm. Filene's Sons Company, Boston;

MR. STANLEY RESOR, President, J. Walter Thompson Company;

PROF. ALLYN A. YOUNG, Harvard University.

The J. Walter Thompson Co. believes that these essays have made a real advance towards arriving at an index of purchasing power. Index numbers are already available covering the production of goods; these essays will help in creating a similar guide to the conditions surrounding the consumption of goods.

Comparative summaries of all three essays will appear in a future issue of the J. Walter Thompson Company's News Bulletin. We shall be glad to send copies to anyone who will write for them. As a guide in placing our print order, may we ask that applications be sent to reach us by March 15, 1924.

### J. WALTER THOMPSON COMPANY

Advertising

NEW YORK CHICAGO BOSTON CLEVELAND SAN FRANCISCO CINCINNATI LONDO

# Study the Actor's Standard Selling Talk!

How Can He Repeat His Lines Night after Night and Continue to Interest New Audiences?

By C. C. Casey

THERE has been a lot said on both sides of the question of standardized selling talks.

I am against "parrot" stuff. I am strong for originality in selling talk. I am strong for the independence of salesmen, and their right to be natural.

But this originality stuff won't work. What good is a theory that

won't work?

We had this up in a sales meeting recently. We have a man on our staff who used to be an actor. In the course of the discussions, he brought out some angles on the actor's work.

The actor is a salesman. His problems are not so very different from those of the salesman. I got some angles on this proposition that were new to me. I am not so cocksure now that the man who avoids standardized selling talk isn't more of a parrot than the man who thoughtfully uses it.

Every night the actor comes on the stage and goes through his tricks. Selling entertainment is his business. All he has to sell is entertainment—his stock in trade. But he must sell it. He must make 'em like it. He must "Say it with orders." He must get applause.

The actor can't prepare a new selling talk every night. Suppose he had to learn a whole new show every night! It would take an absolutely impossible amount of energy and ability to do it. Even though he stayed on the stage only ten or fifteen minutes, he simply couldn't learn a new show every night. Often he has to rehearse his show dozens of times before he gives it.

A salesman has to go before an audience of one or more men and say his lines—ten or fifteen minutes to an hour. He has to hold his audience. He has to get applause—expressed in orders.
The actor appears once a day,
with sometimes a matinee. The
salesmen appear, five, ten, twenty,
maybe thirty "performances" per

Can he be original? Can he give every audience—five, ten, twenty, or thirty a day—each one a new "performance"? Can he prepare a whole new selling talk for every prospect? How much of his energy is consumed in building new selling talks right on the spot?

#### CAN HE COME BACK?

Can't the salesman come back? The actor who can't prepare for his first appearance and win applause—make a sale—can't come back. The manager blocks the way. No failures allowed. He must make a sale every time.

Yet of very necessity, he has to use a standardized performance. It is absolutely impossible to change every night.

Even the standardized performance often is rehearsed before an empty house more times than it is played.

If the trained actor, even after learning his lines, has to rehearse them, how can a salesman prepare a new selling talk before every "audience," and deliver it without rehearsal?

No salesman ever presents an entirely new selling talk to every different prospect. What he does is to rehash the old selling talk and "warm it over" in different words, for each prospect.

He has to tell the same story, because there is only one best story to tell about any one proposition.

Each prospect is a different audience. Every time the salesman appears on the selling "stage,"

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### "Your Co-operation Was a Revelation to Us"

Wrote Mr. Gerpheide, Adv. Mgr. of Aluminum Goods Mfg. Co., to The Des Moines Register and Tribune.

"Now that the results of our Iowa newspaper campaign in the Des Moines Register and Tribune are completely checked up, we want to give you this brief report.

7,000 Sales at \$1.49 Each

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Iowa Leads in Per Capita Sales report.

Over 7,000 MIRRO percolators at \$1.49 each were sold. There were 347 dealers in 283 towns taking part. Our salesmen opened 53 new accounts. The present newspaper advertising was very likely the immediate reason for these additions to our customer list.

You will probably also be interested to know that an analysis of our business has shown that we are obtaining a larger volume per capita from Iowa than from any other state in the country.

We wouldn't want to tell you that this record is a direct result of our newspaper advertising. There are other conditions which have made this market rank so high, but the newspaper publicity certainly has been the means of making this naturally rich market yield a correspondingly important volume of business.

Real Merchandising Service We are grateful to your Merchandising Department for giving us real merchandising service. The way you personally hustled around getting mewspaper tieup advertising, window displays, repeat orders and other active dealer co-operation was a revelation to us.

Mr. Gagnon, on his visit to Manitowoc last week, told us how in the thick of the campaign you even took your shop hand truck and transferred merchandise from one dealer to another. Then, also, he spoke of how the special flyers and envelopes helped to "put over" the campaign to dealers.

Although you had not heard from us prior to this, we just wanted to let you know that we were aware and appreciative of what you had done to more permanently establish MIRRO, The Finest Aluminum, in the State of Lowa.

ALUMINUTE CODE APG. CF.
Advertising Mgr.

The Des Moines Register and Tribune with over 140,000 circulation daily and 130,000 Sunday is the backbone of practically every successful advertising campaign in Iowa.

his audience is different-strangers, cold, doubtful, not even expectant.

He has to get their interest and awaken their expectation with his very opening words, and he has to hold them till the "curtain drops." Otherwise-he doesn't come back. He will be a bum actor.

Since each audience is brand new-never saw or heard the show before-the salesman can make his one show a masterpiece, and deliver it as a roof-raiser every time.

Of course he may get tired of the one talk, but that doesn't make The actor may any difference. get tired of his show.

But the actor doesn't ever get tired seeing it "go over" with a roar. As long as it gets applause, as long as it brings home the "bacon," he can continue to put pep into it. It's his business, and he puts himself into his business.

Every home office has suggested several standard selling talks. Sales bulletins are full of them.

But the salesman doesn't have to use the home-office selling talks. It is better to write his own. He can take the factory selling talks and study them to get the suggestions of the home office on the points to be covered, and the order in which to cover them.

He should learn all he can about his proposition; and study the strong points and the weak points of his own selling talk. Then he should prepare a real one that will express the very best that is in his mental shop.

The main thing is: Get attention, get interest, hold interest, get action.

To attain this, the salesman has to put the news element into his approach and to develop his selling talk in logical order so as to keep it interesting-keep it news -and so anticipate all objections in the order in which the prospect likely will raise them.

He should work out what he feels is a 100 per cent selling talk, and should revise it, and polish it. and learn it, and rehearse it, till he knows it is good.

But don't forget that at least

three-fourths of any selling talk is the way it is presented. the same piece to two different actors and one will make it a real roof-raiser and the other likely will kill it.

The actor isn't a parrot, yet he delivers the identical showtwenty weeks on Broadway-120 nights to crowded houses.

The real salesman can put just as much enthusiasm into a standard selling talk as he can into one he makes up on the spur of the moment-more, in fact, because he knows better what he is going to say and why he is going to say it-he has thought it all out in advance.

The weak salesman is a parrot anyway. Unless a salesman is on his toes-up and coming-he will be a failure anyway, on any but routine "order-taker" lines.

To be a real specialty salesman, man must think. Specialties a man must think. have to be sold and you can't sell a specialty with a half-baked, poorly arranged selling whether it be original or not.

The talk must be well prepared, well thought out, every point in its logical order, and the whole talk delivered right.

No self-respecting actor would dare to go on a stage before an audience, unprepared. Yet too many sales interviews are sought by salesmen who have no idea what they are going to say, or in what sequence, nor how they are going to say it, till they are standing before the audience.

#### Newspaper Campaign for Hewes & Potter

Hewes & Potter, Boston, manufacturers of Spur ties, Bull-Dog suspenders, garters, belts, and Vestoff suspenders, will conduct a newspaper campaign on their products in more than 125 cities in 1924. The company's regular schedule in national magazines will be continued. The advertising will be directed by The Spafford Company, Inc., Boston advertising agency. directed by The Spafford C. Inc., Boston advertising agency.

### Has Willcox & Gibbs Sewing

Machine Account
The Willcox & Gibbs Sewing Machine Company, New York, has appointed the Harry C. Michaels Company, advertising agency of that pointed the Harry Company, advertising age city, to direct its account.

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No Premiums Advertising in The Milwaukee Journal is productive of exceptional results because Journal readers buy this newspaper to read—not to get premiums.

The Journal is the only Milwaukee newspaper that offers no premiums to readers—new or old. For over forty-two years this newspaper has been sold on its merits alone.

Read by more Milwaukee and Wisconsin people than any other publication in the world.



HARRY J. GRANT
Publisher

R. A. TURNQUIST Advertising Manager

OMARA & ORMSBEE, Incorporated National Representatives

**NEW YORK** 

**CHICAGO** 

SAN FRANCISCO

# **FABULOUS**

Big as they are ....

### Sunday Circulation - 1924

Jan. 6-1,099,551

Jan. 13-1,099,858

Jan. 20-1,092,491

Jan. 27-1,088,916

Feb. 3—1,124,682

Feb. 10-1,129,341

Feb.17-1,153,266

# Chicago Herald

NEW YORK: 1819 Broadway

# FIGURES -

they grow steadily

ONE million and one hundred thousand families take the Chicago Herald and Examiner into their homes on Sundays.

And every single copy of it costs the reader 10c—3c more than the cost of any other Chicago Sunday Newspaper. •

He is a happy space buyer who can buy more or better circulation

and Examiner

SAN FRANCISCO: Monadnock Bldg.

### The Man Who Is Twelve Hours Behind the World

is not the "live wire" who buys investment securities.

Chicago investors read the complete story of the financial day in the "Final Edition" of The Chicago Daily News, 12 hours earlier than the same reports appear in any morning newspaper.

Inevitably they read at the same time the advertising that appears in the market and financial pages of The Chicago Daily News.

Moreover they read at leisure, in the quietude of home, when they can give due consideration to the printed word.

These readers constitute "the market" in Chicago. To reach them advertise in the medium that holds their interest and confidence—

# THE CHICAGO DAILY NEWS

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# The Retailers' Invasion of National Advertising

New Development Indicates Local Merchants Have Awakened to Opportunities for Greater Markets—What It May Mean to the Backward Manufacturer

### By Franklin T. Ellison

PRIVATE brands always have been great selling obstacles blocking the path of widely advertised trade-marked products. The manufacturer who has invested his money in the development of a market for his products often has found distribution channels clogged by goods sold to the retail merchant under the retailer's own name. Consumer demand created by persistent and intelligent advertising has gone far to break down the private brand barrier, but it has a long distance to travel still.

During the first week of February the National Retail Dry Goods Association held its annual convention in New York. Advertising was one of the main topics considered by the delegates to that convention. The views of some of the officials of that organization indicate the size of the job which national advertising still has to do.

The retailer often feels that national advertising creates an "artificial" demand. He believes that frequently customers travel from one store to another secking an advertised product, thus influencing all of the stores along the line. Each store after repeated calls of this character stocks the merchandise only to find that it must share the business with several competitors. As a result retailers are becoming more cautious about responding to calls for advertised goods. They must be sure that there is a real and consistent demand for the merchandise.

At the retailers' convention merchants were warned not to put too much faith in requests for nationally advertised goods. They were told that their shelves would be filled with merchandise that in many cases would not be sold. In other words, they were advised to discount demands for trade-marked merchandise.

Leading retail merchants have proved to their own satisfaction that national advertising pays. Stores like Franklin Simon & Company, Bonwit, Teller & Company, and others have been national advertisers for years. Today they present their trade-marked merchandise to the consumer throughout the country in exactly the same manner as the manufacturer. Thus we find "The New Bramley Fashions," a trade-mark registered by Franklin Simon & Company, featured in magazines and in newspapers. Mr. Simon knows that it pays to advertise trade-marked merchandise, provided the quality of the product is right, and that consistent advertising reflects that quality. Mr. Simon has made sure of both those requirements.

Naturally the manufacturer who does less national advertising than Franklin Simon is going to have a difficult time convincing this able merchant that he should sell the manufacturer's branded merchandise.

#### A CO-OPERATIVE EFFORT

About a year and a half ago, another development of significance to the advertiser seeking a national market began. This was the co-operative campaign of seventeen stores organized under the name of the Retail Research Association. The stores in this association are Abraham & Straus, Inc., Brooklyn; L. S. Ayres & Co., Indianapolis; L. Bamberger & Co., Newark; The Dayton Co., Minneapolis; Bullock's, Los Angeles; Joseph Horne Co., Pittsburgh; The Em-

porium, San Francisco; The Rike-Kumler Co., Dayton; The J. L. Hudson Co., Detroit; Wm. Filene's Sons Company, Boston; The La Salle & Koch Co., Toledo; Strawbridge & Clothier, Phila-delphia; B. Forman Co., Rochester; The F. & R. Lazarus & Co., Columbus; The Wm. Taylor Son & Co., Cleveland; Weinstock, & Co., Cleveland; Weniston, Lubin & Co., Sacramento; Wood-ward & Lothrop, Washington. This association was not

stores felt at the time that the price could have been either higher or lower, according to the type of merchandise selected The dresses were carefully selected from the offerings of a number of manufacturers. At \$39.50, they are said to be splendid values. The advertising admirably reflected the quality of the product. Women living in the cities where these stores do business were quick to investi-gate the Barbara Lee

line, and the intrinsic value of the garments completed the sale.

The campaign has been very successful from all reports. It is now in its second year. Its success has attracted the attention of other stores throughout the country and at the present time two other retail associations are considering following in Barbara Lee's footsteps.

Now it would be inaccurate as well as ridiculous to refer to these stores as enemies of nationally advertised goods. These establishments sell millions of dollars' of worth trademarked merchandise annually. But it is interesting to see how they have taken a leaf from the national advertiser's book. They

have recognized the power of national advertising and have assumed for themselves the function of the manufacturer. Their use of the weapon has been efficient because unlike the advertising manufacturer these stores have no dealer problem.

It could have been no accident that determined the selection of dresses by the Retail Research Association as the product to be advertised. Manufacturers, who are consistent national advertisers of dresses are scarce. There are a few but they have had to go it



HOW FRANKLIN SIMON IS GIVING EMPHASIS TO TRADE-MARKED PRODUCTS IN NEWSPAPER COPY

formed originally for advertising purposes. It was designed to serve the member stores by collecting information regarding new merchandise, markets, style ten-dencies, and in various other ways. However, after a great deal of consideration this association brought out a line of dresses under the trade-marked name of Barbara Lee. These dresses were advertised nationally from the very beginning.

The line was priced at \$39.50, although some of the member

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alone most of the time. There are, however, a number of dress manufacturers who do a little advertising. The retail merchant has found that the irregular advertising of these concerns has little or no effect upon his customers.

The favorite line of these

the existing weight of national advertising campaigns will have a great deal to do with drives on additional types of merchandise. And in this case the name Barbara Lee merely is used to make a definite point. The Retail Research Association may be content to rest on its dress

achievement, but other retail organizations may travel along

other paths.

There has been too much blow and too little build in many national advertising campaigns. The progressive merchant has listened to countless tales about the great advertising campaigns -see the prospectusthat somehow fizzled out before the fuse had half burned. In some instances he did load his shelves and wait for the demand that sometimes came and sometimes did It isn't surprisnot. ing that members of the National Retail Dry Goods Associa-tion should applaud thrusts made at this sort of national advertising.

Mean while, the honest and consistent advertiser has suffered with the camouflage advertiser. It is getting harder to

win the merchant's co-operation. It isn't so easy to merchandise an advertising campaign as it was formerly. The genuine campaign is discounted often because the merchant was bitten some time or other on a pseudo-campaign.

It isn't remarkable, therefore, that individual merchants, knowing the power of honest and consistent national advertising, should use this force in building a market for their own private brands. As a matter of fact, the term "private brand" does not seem to apply in these cases. The brands are no more "private" than any



CO-OPERATING DEPARTMENT STORES HAVE USED COPY SUCH AS THIS IN MAGAZINES TO TELL OF A TRADE-MARKED DRESS.

manufacturers deals with the impossibility of advertising "style" merchandise. The Barbara Lee campaign was created because keen retail merchants knew that this was not the case. The Retail Research Association has written the garment manufacturer a valuable lesson on the power of national advertising. Time will tell whether or not the manufacturer has profited by the demonstration.

And if dresses, why not other products? It isn't difficult to imagine Barbara Lee corsets, or underwear, or hosiery, or hats, or even toilet preparations. Naturally

other brands. Their quality is proved and they are advertised as trade-marked merchandise.

The private brand which the national advertiser has had to fight had no such strength. It has not been of standard quality, it has not been identified, it has not been nationally advertised.

Now, more than ever before. there is a need of real advertising campaigns: selling efforts which know not the peak and slump. Advertising which does not overlook the merchant. Genuine dealer co-operation never was more important than it is today. But it must be genuine, and it must help the merchant sell goods, other merchandise as well as your own.

Few retail merchants will refuse to stock merchandise for which there is a steady demand. But it isn't as easy to convince the merchant that such a demand exists as it was formerly. It is going to be harder to make him believe you after he gets home from the National Retail Dry Goods Association Convention. But you can make him believe it. because he knows that advertising does create a demand for goods. He wants to feel sure that the demand will remain constant, and it is the manufacturer's job more than ever to make it remain so.

The prescription for the manufacturer is plain; more constructive advertising; more consistent advertising; more intelligent co-operation with retail merchants.

Present tendencies indicate that the advertising bluffer will be eliminated by retail merchants. He will pass out of the picture carrying with him the elaborate prospectus of advertising campaigns that never materialized. And with him will go one of the chief arguments against national advertising. He has been a Typhoid Mary of advertising, spreading everywhere the virus of insincerity.

When he has been interred successfully it will be possible to close the gates of the advertising graveyard. And after all, advertisers of his type have done the most to fill that place of merchandising oblivion.

#### Greeting Newcomers to Develop Customers

Develop Customers

When a new family moves into Waterbury, Conn., it is greeted by a cordial letter from Perrys Incorporated, launderer. The name of the newcomer is secured by Perrys from the city records of water meter applications and like sources. "Welcome to your new home in Waterbury," is the friendly introduction used in the letter which is addressed to the housewife.

"We'd like very much to help you, for we know how upset you must be with all your household goods just in from the moving van," continues the letter which then goes on to tell just how Perrys can be of service to the newcomer.

newcomer.

### Chain-Store Sales for January

F. W. Woolworth & Company report total sales for January of \$12,-134,022. as compared with \$11,047,907 for the same month in 1923.

The S. S. Kresge Company reports sales for January, 1924, of \$5,456,894, as against \$4,929,364, in January, 1923. an increase of 10.7 per cent.

The McCrory Stores Corporation's sales for January totaled \$1,352,206, an increase of \$125,595 over the same month last year.

month last year.
S. H. Kress & Company report January, 1924, sales of \$2,152,521 as against \$2,059,962 in January, 1923.

### Better Business Bureau

Planned for Springfield, Mass. The organization of a Better Business Bureau is being planned for Springfield, Mass., by a committee which has been appointed to co-operate with the National Vigilance Committee of the Associated Advertising Clubs of the World.

The committee includes representatives of the Publicity Club of Springfield, the Chamber of Commerce, the Retail Merchants Association and the Springfield newspapers.

### Public Utility to Tell Its Problems through Advertising

The Iowa Light, Heat & Power Com pany, Carroll, Iowa, which furnishes electrical energy for a large number of Northwestern Iowa towns, has started a series of fifteen advertisements to run in forty-three weekly newspapers, ex-plaining problems encountered in furnishing public utility service.

#### Leon Kelley Joins Hewitt, Gannon

Leon Kelley has joined the staff of Hewitt, Gannon & Company, Inc., New York advertising agency. He recently was with the O. Austin Company, New York advertising agency, in which had been a partner. Mr. Kelley was at one time advertising manager for Dayllades. Pages & Company Doubleday, Page & Company

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### More Than Half the Families in PHILADELPHIA

### Own Their Homes

According to the report of the United States League of Building and Loan Associations there are 10.009 of these associations in the United States; 3300 of them are in Pennsylvania and 2434 of the State's total are in the City of Philadelphia.

This means that practically 25% of America's Building and Loan Associations are concentrated in the City

of Homes.

Of the half a million homes in Philadelphia and vicinity, more than half are owned by the families living in them, and many of the other half are now being purchased through regular monthly payments in Building and Loan Associations.

There is nothing makes for solidity and wealth like pride in home ownership, and it is also a very big reason why your products can be profitably advertised in this

market.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923copies 505,035

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.

NEW YORK

814 Park-Lexington

Building

Verree & Conklin, Inc. 125 Pall Mall, S. W. 1

(46th & Park Ave.) 117 Lafayette Blvd. NEW YORK

CHICAGO Verree & Conklin, Inc. Harry J. Wittschen 28 East Jackson Verree & Conklin, Inc. 5 rue Lamartine (9) Boulevard

SAN FRANCISCO 681 Market St.

PARIS

(Copyright 1924-Bulletin Company)

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# If Babson is right about it—

Addressing a vast audience of Cincinnati business men on the "Outlook for 1924," Mr. Roger Babson made the forecast that the region of which Cincinnati is the industrial and commercial center should enjoy a degree of prosperity and stability second to no other section of the country.

This statement he predicated upon the great diversity of agricultural, industrial and mining interests that center here and the comparative freedom from the inevitable foreign competition that must attend the economic recovery of the Old World.

Cincinnati is the trading center for a region teeming with mineral and forest

# CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manage

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wealth, abounding in agricultural prosperity and producing billions of dollars worth of diversified manufactured products. It is the home of more than half a million well-to-do, intelligent American people who earn well and who live well.

The Times-Star is the buyer's guide for this market. For sixteen consecutive years it has carried more display advertising than any other paper in its field, not excepting the morning papers with their scattering Sunday editions. In 1923 with 11,710,139 lines, it broke all previous records for display advertising in Cincinnati.

If Mr. Babson was right, and he usually is, it will pay the astute space buyer to investigate Cincinnati and the Times-Star.

# TIMES-STAR

Member of Audit Bureau or Circulations

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# Detroit Is a One Paper City—The Detroit News Covers It Thoroughly



# 29,067,710 Lines of Advertising in 1923 Proof of News' Coverage

FOR 10 years The News has constantly increased in circulation! Today it has a circulation weekday and Sunday of more than 275,000, showing a remarkable gain ever since the last A. B. C. report of September 30th.

A house to house survey of the entire city in 1922 made by The News and verified by advertisers, proved that over 90% of the city's English-speaking families read The News.

The National Advertisement Department in making surveys for advertisers, discovered that 95% of the retail dealers and business men, interviewed, read The News.

All of which shows why more than 250 advertisers chose The News exclusively for their campaigns in 1923 and why The News published 29,067,710 agate lines of advertising during the year, being exceeded only by The Los Angeles Times in all America.

Advertisers-The Detroit News deserves your most careful study.

### The Detroit News

Over 275,000 Circulation Weekdays and Sunday
"A News In Every Home"

### How Rubberset Cleared the Wav for Albright Tooth Brushes

Introductory Offer to Replace Old Brushes with New-Near-Automatic Silent Salesman

### By August Belden

A CONVENIENT, self-acting, bright-looking display package for tooth brushes has appeared on druggists' counters and this container has been made one of the main features of the selling and advertising campaigns of the new Albright tooth brush, just

It is a little too early to judge of the success of this campaign, but it is safe to say, however, that the beginning was successful 2,500,000 inasmuch as over

brushes were sold during the three weeks preceding the appearance of the first advertise-

But it is not too early to point out a few of the fundamental features of the program.

The Albright Tooth Brush is made by the Rubberset Company of Newark, N. J., maker of the Rubberset Shaving Brush.

The history of this concern is typical of many American industries which were born in days before inventive genius had spread over the world its modern marvels; when business was more or less a family and neighborhood affair, and when there was no such thing as nationally advertised brands. The company began in 1847 and its original name was the Celluloid Harness Trimming Company. At that time, however, brushes did not play any part in its business drama.

But fortunately for the heirs of this establishment its first president, Andrew Albright, was an individual with an inventive turn of mind; always interested in anything new which came across his vision. About thirty years after the establishment of his business a man appeared with a brand new idea for making brushes so that the bristles would

stay in. They were embedded in soft rubber instead of being held in place by means of shellac, glue or resin. Mr. Albright saw the virtue in the scheme and took over the manufacture of brushes with the bristles set in rubber, changing the soft rubber into hard

vulcanized.

This brings us to the first essential feature of the sales and advertising program. Although the company manufactures, in addition to the Rubberset Shaving Brush, paint brushes, tooth brushes, nail brushes and other kinds of brushes, it did not simply select an item from stock and then put this sales and advertising drive behind it. It set out to develop a brush which would be scientifically correct from the users' and the manufacturer's viewpoint. That is, it had to be so made that it could go into volume production and be sold at a low price. Machines had to be designed and developed so that the brushes could be made economically in great volume. The matter of price was just as important as design if the brush was to become a big seller.

Another very important feature of the program was the package. The Albright brush is inserted, first in a special sealed sanitary envelope and then placed in a decorated carton. But the important feature of the packaging plan is the method of presentation to One of the great the dealer. troubles of branded tooth-brush exploitation has always been the matter of counter display. Large quantities of brushes are imported yearly. In 1923 over 34,000, 000 of them came into the country at an average cost of but a few cents each. These imported brushes are assorted by the

dealer and then placed according to their different retail prices in various baskets. The profit in them is larger than the profit in American branded goods. Therefore the dealer is inclined to feature them instead of the branded article. American tooth-brush manufacturers have tried to overcome this situation by furnishing dealers with counter cabinets for the display of the products, but usually these cabinets soon become the resting place for many kinds of other articles and their effectiveness is lost.

The Rubberset Company overcame this difficulty at the outset by designing a package to contain one dozen Albright brushes for the dealer to place on his coun-This package is a complete counter display with six Albright brushes on each side, clearly marked with the name of the article, and the price. Every article, dozen Albright brushes is shipped to dealers in one of these display packages. It arrives folded and inserted in a cardboard container and the dealer simply has to take it out of the container, fold it into place and it is ready to serve. When the dozen brushes are sold, the empty package can be thrown away and another one put immediately in its place, fresh and clean, and it is not adaptable for any other kind of merchandise.

In addition to the fact that this package is a good silent salesman, a convenience to the dealer and an added display feature for the dealer's store, it is a great convience to the customer. If he wants a tooth brush, all he has to do is to pick one out of the container, put his thirty-five cents on the counter and walk out.

In addition to appealing to the druggists this display package opened a new outlet for tooth brushes, the cigar store. Today Albright brushes are being sold throughout the country in this class of store.

The advertising for the Albright brush began on February 3 in general periodicals.

The copy explains how Andrew Albright, Jr., president of the

company, developed this new tooth brush with the aid of 4,118 dentists and the caption invites readers to "Accept with his compliments, the perfect tooth brush." Herein is embedded the hook of the opening campaign.

Here is the offer: "So confident is Mr. Albright that the perfect tooth brush will appeal to you instantly, that he wishes to make it possible and easy for you to secure one without delay. Therefore he proposes to present you with one in the following manner: The regular price of the Albright tooth brush is thirty-five cents. If, during the week of February 3 to 10, you will take your old tooth brush and the coupon on the opposite page to your druggist, you will receive two brushes for the price of one—the one you pay for and the one Mr. Albright pays for."

The coupon reads as follows: "This coupon is good for one Albright Tooth Brush in exchange for your old tooth brush when turned in to your dealer at the time of purchase of one Albright tooth brush at the regular price of thirty-five cents. This offer good only from February 3 to 10, inclusive. Notice to dealer: Send this coupon and the old tooth brush to us and we will send you a new tooth brush for the one returned. All old tooth brushes and coupons must be received by us not later than February 28."

This hook has several sharp points to it. In the first place, as the offer was nationally advertised, most dealers would naturally assume that at least one of his customers, seeing it somewhere, would come in with the coupon and his old brush to exchange for a new one. Therefore it would be quite necessary for the dealer to have some in stock when the campaign opened. Then the scheme tends toward taking tooth brushes off the market, thus making a place for the new Albright. And on account of the fact that the coupon is worthless unless accompanied by an old brush no one would be inclined to try to make collections of

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# The George L.Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper
Magazine
and Street Car
Advertising

Publicity and Merchandising Counsel

coupons for the purpose of obtaining a large quantity of the new brushes at the cut rate, thus overcoming this evil of the coupon plan which gives some-

thing away.

As the opening advertising was nation-wide it was necessary to get a nation - wide distribution previous to the appearance of the advertising. If there had been plenty of time to do this, there would have been no extraordinary difficulties in the way. But as usually happens in work of this kind there was not much time. advertising was originally scheduled to appear last October, but because of some unavoidable delays in the development of the proposition the date had to be pushed ahead to February. work of distribution did not begin until the first of December, a very bad time certainly for the first selling of a new product. Jobbers were busy filling last-minute orders for Christmas goods and weren't thinking of stocking new This, of course, merchandise. made extra resistance. The retail work on the part of the company was done during the week between Christmas and New Year's -just when dealers were in the midst of cleaning up and taking

But advertising was scheduled to appear and goods must be on the shelves or the effectiveness of the coupon plan would be entirely lost. So the job was done and over 2,500,000 brushes were sold. The company maintains seventeen branch offices and employs regularly about forty-five salesmen. Obviously these men could not take care of such a stupendous task and branch managers were advised to hire as many extra men as they would need completely to cover the ground. The first week 500 extras went to work and the second week 300 were on the job. Retailers were called on three times if they did not buy on the first or second, and each time a different man told the story. Every druggist retailer in the country was covered personally except those in the

small towns and villages and they were reached by letters with reprints of the advertising and re-turn postcards to be used in sending orders. Business-paper adver-

tising also was used.

Each salesman was provided with samples and two portfolios. one for the jobber and one for the retailer. These portfolios contained all necessary information in regard to the product and the sales and advertising drive. In addition to the display package in which the merchandise is shipped, window display material is also furnished and another feature of the campaign is a window display contest. Every dealer was mailed a special broadside describing it. Stores are divided into three classifications: the first, those doing an annual business up to \$25,000; the second between \$25,000 and \$75,000 and the third over \$75,000. The company furnishes all display material free and will pay \$1.50 for each photograph of windows. Fifteen hundred dollars in cash will be given in prizes.

The company plans to advertise the Albright brush regularly in general periodicals and in newspapers in the larger centres. It is also covering the retail field with advertising in business papers.

#### Start Campaign on Degraco Paints

The Detroit Graphite Company, Detroit, has started an advertising campaign on its Degrace line of paints in industrial business papers and newspapers. The campaign is directed by Brooke, Smith & French, Detroit ad vertising agency.

#### Portland, Ore., Advertising Club Granted Charter

The Portland, Ore., Advertising Club is now a member of the Associated Advertising Clubs of the World. The club was awarded its national charter by Lou E. Holland, president of the Associated Clubs, last week.

#### Albert Frank & Company Appointment

Faul Harold has been placed in charge of the Boston office of Albert Frank & Company, Inc., New York advertising agency. He was formerly with Doremus & Company, Inc.

# Consider the dealer

An Indianapolis advertising agency recently asked each Indianapolis retailer in 15 different lines what Indianapolis newspaper he prefers to have the manufacturer use for the products he sells.

79% selected The News, 36% exclusively

36% selected the morn-

ing paper - 7% exclusively

35% selected the Sunday paper - 3% exclusively

18% selected the other evening paper - 3% exclusively

\* These percentages total more than 100 because some dealers named more than one paper.

The News thus offers you the greatest "dealer influence" as well as the greatest consumer-buying stimulus. This has been proved in the last half century, during which The News has made journalistic history in Indiana and America.

# The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St. Chicago Office J. E. Lutz The Tower Bldg.

Another chapter next week

# A Food Product For Instance

Mr. Roy Irons, Secretary and Treasurer of the National Kraut Packers' Association, in his annual report at their annual meeting gave out the figures on the opposite page.

The significance of these figures is that there are more inquiries from women than from mendefinite proof that the Elks Magazine is a Home magazine, read by every member of the family.

#### THE CANNING TRADE

### The Sauer Kraut Campaign Up To Date

The R. Secretarial Community Vision Desire is grown above for ordering and remaind secretaria. That is not to our correct secretaria, when the secretarian secretaria, Who. Conference—the secretarian secretaria, Who. Conference—the secretarian secretarian, which is determed, and over growing excitation and our secrety and to every evolution of this as excitation.

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Men ....... 13,253 Women ...... 16,291 Doctors ...... 252

Making a total to date since the campaign started October a year ago, October 28th, of 29 796

"Good Housekeeping"—Men, 659; women, 2,413; doctors, 20; making a total of 3,092.

"Elks' Magazine"—Men, 1,448; women, 1,484; doctors, 27, making a total of 3,009.
This as of January 1st of this year.

"The Normal Instructor"—probably a lot f you do not know what a normal instructor is a book that goes out to the

and its additional processors of the control of the

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# The Elks Magazine

850,000 Identified Circulation

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# The biggest feature—

carried by any newspaper in the Rocky Mountain region is Roto-gravure and the Sunday edition of The Rocky Mountain News is the only paper in this vast section carrying a Roto section. Advertisers in it get 100% reader interest.



### THE DEMVERSIMES

(Evenings, except Sunday—a clean, worthwhile newspaper)



Representatives

VERREE & CONKLIN, Inc.
300 Madison Ave., New York City
. Steger Building, Chicago, Ill.
Free Press Building, Detroit, Mich,

R. J. BIDWELL CO.

742 Market St., San Francisco, Cal. Times Building, Los Angeles, Cal.

### Making Headlines Spectacular by Use of the Vernacular of the Day

An Idea That Can Show the Way to Make Headlines Sing

### By W. Livingston Larned

A N advertiser, long perplexed in the construction of spectacular headlines and prologueparagraphs for his campaigns, was inspired to get out of the rut by becoming a radio fan.

Here is what he has to say on

the subject:

"I put a radio set into my home, chiefly because my boy was insistent on the subject. But soon I was as much of a fan as the others. At the end of a month of puttering around from one station to another and following a thousand programs, I made one emphatic discovery; certain broadcasting stations had certain official announcers who were far better than others, and my desire to hear the program began to depend very largely on what the an-nouncer said and how he said it.

"There was one clever man who always did the unusual. clipped his sentences short and selected words with speed in them. He had the happy faculty of telling about apparently commonplace numbers in a manner that gave you a real appetite for what was to follow. I believe every radio fan who reads this will at once recognize the man I mean. He is universally popular because he has his own unique way of 'headlining' his features.

"This set me to thinking. If this was so noticeably true of radio, it would be many times more true of the inanimate page of advertising. The headline takes the place of the announcer, and what it says and how is therefore

exceedingly important.

"I gathered my staff together and had them listen in on an evening's entertainment by radio. They caught the spirit of this idea of mine. For every advertisement we produce now everybody has a hand at evolving a headline free of static, cluttering words and clumsy phrases. We do everything in our power to make them 'sing.' And from this new ambition has come headlines which have been universally pop-

"I think that vernacular plays no small part in the ideal modern headline. Words and expressions and idioms are often invaluable. In our business we seem to find that a guarded spirit of goodnatured banter is helpful. People

HOW COLGATE DOES IT, AFTER THE MOVIE STYLE

"Here are two quite characteristic headlines, written in the mood mentioned. One was used for Colgate's Dental Cream and carries an equally pleasing il-lustration; the large photographic head of a pretty girl flashed upon motion-picture theatre screen, while below the proscenium arch there is a suggestion of the interaudience. The headline says: 'Can Your Smile Stand a Close Up'?"

"The connection is at once obvious and is keyed to the universal interest in anything connected with motion pictures. For we all know that 'close-ups' are a giveaway if the subject has any facial defects. It is a brutal revelation of the truth. It all depends upon the teeth' is the secondary line—and the story is neatly told.

"The second example is from

a Kohler page on the subject of modern bathroom fixtures. artist selects as his theme that very busy hour in the morning when everybody is up and stirring; father wants to shave, the children are gadahouting, mother must get breakfast.

" 'Double-Track the Good-Morning Road' is the headline which 'announces' the following text:

"The man to his work, the wife to her tasks, and the children to school or play. And an extra bathroom to untangle the rush hour jam—to double-track the Good-Morning Road. We have come to the day of more bathrooms—to the end of the illogical idea that one house meant one bathroom just as it meant one roof."

"The public is very sure to respond to the good humor of that headline idea. It says: 'One bathroom in a house is not enough' in a spirited, jazzy, happy way, which is certainly the duty of the advertising 'announcer' of this bustling generation.

"'Fine Feathers Make Fine Birds Finer' is a topical headline, as used in a double-spread in colors for the Willys-Overland automobile. The artist and headline writer have worked in harmony.

"For the illustration features the new body-finish color of the car, together with a delightful lass who is touching her lips with a rouge-stick. It will be a stupid reader, indeed, who does not see the subtle connection.

"'What Becomes of the Fifth-Grade Boy?' a headline used by the International Correspondence Schools in a page advertisement, seems to me to be packed with interest. Who can pass it by without investigating the message? The illustration of the happy-faced youngster, surrounded by tiny vignettes of many human activities, gives added warmth to a blend of words which does more than merely stir curiosity. The best headlines, of course, are those with the widest appeal.

"And here is a headline, used in newspaper advertising for Premier Coffee, which will make men and women smile and cause them to get down to the real arguments of the campaign— 'What Has Become of Curl-Papers at Breakfast?'

"It would appear to have nothing whatever to do with the subject in hand, and yet:

"'They're gone! Wise wives abandoned them long ago, together with the old dressing-sack, boudoir cap and other things conducive to grouchy husbands at the breakfast table. But many wives have yet to learn how agreeable their husbands can be by abandoning the bad cup of breakfast coffee.

"It appears to have become an accepted fact that the advertiser has a perfect right to use a 'teaser headline' on occasion, provided it is not too far-fetched and does not disappoint the reader beyond a definite wise limit.

"Such headlines as 'The Oldest and Best "Rest-Cure" Is Sound Sleep Every Night,' used in a Simmons bed advertisement are successful because they make use of vernacular. And it is comforting to know that your own pillow can be the foundation of an adequate sanatorium.

"'Aces Among Tires' is a headline calculated to catch the eye of the average man.

"They Always Come Back Smiling is a whimsical and amusing method of stating that Eaton automobile bumpers keep the car from injury while out on the road.

"Very frankly, I believe headlines are weak when they are written in exalted, highfalootin' language, and they are strongest when they catch up the popular everyday phrases and phraseology of the man in the street. One style of copy is mechanical, cold, too formal, while the other talks to us in a language we all fully understand.

"Phantoms of things we ourselves have said or of things we have heard others say, all around us, give headlines that friendly, companionable spirit."

### Campaign for Shoe Dressings

The Boston Blacking Company, Montreal, is running a campaign on Dubbo, a waterproof preparation for shoes; Nu-Rubber, a dressing for rubbers; and Overshoe Dressing, for preserving the finish of overshoes. This advertising is handled by the Desbarats Advertising Agency, Ltd., Montreal.

#### With Reuben H. Donnelley Corporation

Harold F. Grundy, formerly with the Philadelphia North American, and the New York office of the Thomas Cusack Company, has joined the sales force of the Philadelphia office of The Reuben H. Donnelley Corporation. usany

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No. 2

# Do they *Use* the Advertising?

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"Your advertising pages justify your proudest boast concerning them. They are wonderfully alluring, and calculated to work a hardship on any habits of conservative frugality and thrift which one may be striving to cultivate."

Mrs. L. N. L., Columbus, Ind.

"The advertising is without doubt one of your best features. It is more than interesting: the Lafayette advertisements would make anyone love the car, and this is true of other things. I read every ad in the magazine, and often take advantage of them, mentioning Vanity Fair when I write."

Mr. W. A. F., Los Angeles, Cal.

"The advertisements in your magazine are helpful—the country people appreciate good advertising. It helps us to know what there is and where it is."

Mrs. M. L. E., Houlton, Me.

That's why James McCutcheon has advertised continuously in Vanity Fair since 1913; Hamilton Watch since 1915; Fisk Tires since 1917: Wetzel since 1919.

### VANITY FAIR

One of the Condé Nast Group

The originals of these letters may be seen at the offices of Vanity Fair.

#### Scranton Has a Better Business Bureau

An organization meeting for the formation of The Better Business Bureau of Scranton was held under the Bureau of Scranton was held under the auspices of the Scranton Advertising Club on February 19. The function of a Better Business Bureau was outlined by William P. Green, associate director of the National Vigilance Committee. Paul W. Gardner was chairman of the organizing committee of the Scranton Advertising Club. H. G. Dunham, also a member of this committee, was appointed chairman of a temporary committee which was a temporary committee which was elected after the organization of the Bureau was decided upon. The Bureau has the support of more than fifty concerns doing business in Scranton.

#### New York Advertising Club Holds Annual Dinner

The fourth annual dinner of the New York Advertising Club was held at the Hotel Bitmore on the eve of Washington's Birthday, February 21. Following the dinner there was a dance. Entertainment by professional talent was interspersed between dances. Arrangements for the dinner were made, by the entertainment committee.

Arrangements for the dinner were made by the entertainment committee of the club. The members of this com-mittee are: Paul Meyer, chairman; R. B. Alexander, J. C. Creaver, John T. Jones, Edward E. Pidgeon, Vernon Radcliffe and H. Wallace Smith.

### Business Publishers to Hear from Agencies

"Suggested Methods of Selling Business-Paper Space" will be discussed by J. H. Bissell, of Bissell & Land. Pittsburgh advertising agency, and George F. Gouge of Barton, Durstine & Osborn, Inc., New York, at a dinner meeting of the New York Business Publishers Association, Inc., to be held at the Machinery Club, New York, on February 29. February 29.

### Death of George L. Maurer

George L. Maurer, vice-president of the Charles W. Hoyt Company, Inc., New York advertising agency, died on February 18. He was graduated from Columbia University in 1912, and dur-ing that year joined the Hoyt company. In 1917 Mr. Maurer was made a director of the company and in April, 1923, he was elected a vice-president. He was thirty-four years old.

#### Poor Richard Club Honors C. A. Stinson

Charles A. Stinson, president of Gatchel & Manning, photo-engravers, Philadelphia, was honored at a dinner given on the occasion of his fiftieth birthday by the Poor Richard Club of Philadelphia. Mr. Stinson was president of the club last year.

#### Sphinx Club Is Given a Telephone Demonstration

Telephone Demonstration
The Sphinx Club of New York was
given an opportunity to see the mechanical working of a complex telephone
system at a dinner which was held at
the Waldorf-Astoria on February 15.
The evening was designated "Telephone
Night," and a number of officials from
the New York Telephone Company,
assisted by telephone operators, demonstrated the workings of the telephone
system. The meeting was presided
over by J. S. McCulloh, vice-president
of the New York Telephone Company.

Join Fuller & Smith

Allen L. Billingsley, former president
of the American Chamber of Economics,
has joined Fuller & Smith, Cleveland
advertising agency. Mr. Billingsley
was at one time educational director
of the National City Bank, New York.
Walter Goodnow, formerly with the
Chicago office of Green, Fulton &
Cunningham, and more recently advertising director of the Orange Crush
Company, Chicago, has also joined this
agency. agency.

### Tripoli Products Account with Kastor

The Barnsdall Tripoli Products Corporation, New York, manufacturer of household products, a subsidiary of the Barnsdall Corporation, has placed its advertising account with the New York office of the H. W. Kastor & Sons Company, Inc., advertising agency.

### Velvet Smoking Tobacco for Newell-Emmett

The Liggett & Myers Tobacco Company, New York, has appointed the Newell-Emmett Company, Inc., of that city, to handle the advertising of Velvet smoking tobacco. This appointment because of the company smoking tobacco. This appointment comes effective with July insertions.

### New Campaign for Table Beverage

Feigenspan Breweries, Newark, N. J., are conducting a campaign on Superior Brew, a table beverage. This adver-tising is being handled by the Dorland Agency, Inc., New York.

### Ingersoll Redipoint Account to

Williams & Cunnyngham
The Ingersoll Redipoint Company,
St. Paul, manufacturer of automatic
pencila, has appointed Williams & Cunnyngham, Inc., Chicago advertising
agency, to direct its advertising account.

### American Writing Paper Appoints Boston Agency

The advertising account of the American Writing Paper Company, Holyoke, Mass., maker of Eagle-A papers, has been placed with the Daniel E. Paris Agency, Boston.



Following its record of gaining in every classification of advertising in 1923, and leading the second paper in grand total, The Minneapolis Journal in January gained 60,224 lines over the corresponding month of 1923 while the second paper lost 38,572 lines.

# THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee, Inc.

# Your Share of Ninety Million Farm Dollars

60

HAVE you anything to sell to farmers?

If so, consider the members of the Dairymen's League Co-operative Association.

They are the most prosperous farmers of New York and the bordering counties of neighboring states, the nation's leading milk producing territory. They own more than a million dairy cows, this large territory's chief source of agricultural revenue.

The annual sales of the League total \$90,000,000. Its members receive each week an average of \$40 apiece for milk alone. These payments

give them money to spend at all times—not once a year or twice a year, but month by month. They also receive from their other farm products—everything from hay to hogs—as large an income as the average general farmer. The Dairymen's League members always have money in the pocket. They are ready and willing to buy. How shall they spend their money? What shall they buy?

## How to get your share

This prosperous group owns the Dairymen's League News. The News, in a few short years, has become their favorite farm paper. A recent questionnaire was sent to 10,000 subscribers; 8,241 replied. (If you have ever had anything to do with questionnaires, you know what a wonderful showing of reader interest this is.) Forty percent of this number used to subscribe to other New York State farm papers but discontinued their subscriptions because they find the News so all-sufficient.

Each subscriber is in-

tensely interested in the Dairymen's League News. It is his paper. He owns part of it. Its editorial pages tell him how to solve his dairy problems and how the Dairymen's League, his organization, is solving his marketing problems. The Dairymen's League is his champion in the cause of co-operative marketing. It secured for him milk prices 27% higher the first year he joined. It has been getting him fair prices ever since. He is as

He has the utmost confidence in the advertising carried by the News. He knows

interested in the News as he

is in his bank statement.

it is to his interest to support each advertisement.

The way for you to open the pocketbooks of these prosperous New York farmers is by advertising in *their* paper—the Dairymen's League News.

# DAIRYMEN'S NEWS

### THE TRUE STORY

You cannot reach the wealth of New York State's farm market without using the Dairymen's League News. If you want the true facts, which prove this statement, have the girl who types your letters fill in the coupon below and mail it to us. We have some interesting information for any advertiser trying to reach New York's greatest agricultural buying market in the most economical way.

If you would like to get your share of the \$90,000,000 in milk checks mailed out by the League annually, let us show you how to do it. Mail us the coupon and we will send you the true facts and figures on the New York farm market.

Dairymen's League Gentlemen:	News,	120 Wes	t 42d Stre	et, New Yo	rk City.	
Please send me th	e true	story of	the New	York farm	market.	
Name						,
Address						
City						

# You can reach

ALL
the worth-while
families in the
NEW ORLEANS
MARKET
at ONE COST

by using

The

Times-Hicanune

Alone!

# A Jobber Advertises Products of Many Manufacturers Collectively

Wetmore-Savage Company, of Boston, Gets Immediate Favorable Reaction from Dealer and Consumer on Large-Space Campaign

# By Bernard G. Priestley

THROUGH an elaborate cam-paign of advertising that will extend over the entire year of 1924, the jobbing house of Wetmore-Savage Co., Boston and Springfield, Mass., is pushing simultaneously the products of nineteen nationally known manu-

The campaign takes the form of a concentrated attack by a jobber, with the co-operation of the manufacturers involved, on the consumers of a certain territory (New England) in an effort to increase greatly the demand for products the jobber distributes in the district. Of course, not only the jobber but the manufacturers and retailers all will reap substantial rewards if the campaign works out with anything like the anticipated success.

Incidentally this drive is thought to be the most extensive of its kind ever attempted by a jobber. It involves the expenditure of approximately \$75,000 for advertising space alone. Every Monday morning throughout the year the co-operating manufacturers will feature their leading products collectively in full-page newspaper

space.

Co-operating with the Wetmore-Savage Co. in the campaign are: The Tubular Woven Fabric Co., Pawtucket, R. I.; The Biflex Corporation, Waukegan, Ill.; Federal Rubber Co., Cudahy, Wis.; Gould Storage Battery Co., New York City; Landers, Frary and Clark, New Britain, Conn.; Multibestos Co., Walpole, Mass.; Trumbull Electric Mfg. Co., Plainville, Acme Apparatus Cambridge, Mass.; National Carbon Co., Inc., Long Island City, N. Y.; Lincoln Products Co., Chicago, Ill.; Mitchell-Vance Co., Inc., New York City; Pittsburgh

Transformer Co., Pittsburgh, Pa.: Bryan Marsh Division, National Lamp Works; Indian Refining Co., New York City; Robbins & Myers Co., Springfield, O.; Electrical Distributors' Corporation, New Britain, Conn.; Bryant Electric Co., Bridgeport, Conn.; C. Brandes, Inc., New York City, and the Sangamo Electric Co., Springfield, Ill.

#### INQUIRIES COME IN

Although the campaign has just begun, there are already strong indications that very successful results will be obtained from it. For example, the first advertise-ment brought 600 inquiries to the Wetmore-Savage Co. from consumers desiring to know where articles advertised could be bought in their communities. The company also noted in the first two weeks a substantial increase in orders from retailers for the articles advertised. Furthermore. dealers who did not carry some of the articles advertised sent for them when they received calls. One of the articles featured in the first advertisement was a radio loud speaker in considerable demand. The next day after the advertisement appeared, not a Boston dealer could be found who had not sold his entire stock of these instruments.

The plan of the campaign was originated by V. C. Bruce Wetmore, president of the Wetmore-Savage Co., and developed with the aid of his advertising counsel. A striking method of announcing the campaign was adopted. It was sprung at the Wetmore-Savage annual sales meeting and banquet, which was held in Boston a week before the first advertisement was to appear. This meeting was attended by sixty-five Wetmore-Savage salesmen and representatives from all the manufacturers involved in the plan. None of the Wetmore-Savage force had an inkling that anything special was in store until Mr. Wetmore and his advertising counsel outlined the campaign in after-dinner speeches. Meanwhile, the first bulletins informing dealers of the campaign were going out in the mail.

#### THE BIG NEWS IS HELD BACK

Announcement of the plan was withheld purposely until the eleventh hour in the belief that much more enthusiasm over it could be aroused if it was disclosed at a gathering of the entire sales force. The desired effect was achieved. The next day the salesmen went back to their respective territories determined to do everything possible to aid the drive.

The weekly page of copy has a streamer running across the top bearing the words "A Bulletin of Modern Approved Specialties." In smaller type under this are the words "Automotive—Electrical—Household—Radio," followed by the name of the jobber. Then comes a short, general message concerning the articles advertised and below that the main body of the copy.

In the centre of the main body of the advertisement is a space about eight and one-quarter inches square. On either side of this space and below it are a score of smaller spaces four and one-quarter inches wide and two and one-half inches deep. Each week a product of one of the cooperating manufacturers is featured in turn in the larger centre space. In each of the smaller spaces appears copy representing one of the co-operating manufacturers. But sometimes a double smaller space under the centre feature space is devoted to a single company's product or products

The jobber's name again appears in large type at the bottom of the page, along with the phrases "Wholesale Only" and "Ask Your Dealer for These Specialties." The former phrase is intended, of course, to forestall consumers from trying to purchase any advertised articles at the company's main establishment or branches and the latter to suggest that the consumer desiring to make purchases consult his or her own dealer.

Tying up with the newspaper advertising is an extensive sales aid bulletin service. Twice a month during the year an eightpage (regular newspaper size) special bulletin will be mailed to 15,000 retail dealers in New England who do or logically could sell the advertised products.

In "headline" type on the front page of each of these bulletins is announced the particular products that are to be featured in the centre of the full-page advertisement for the two weeks of the month that the bulletin covers. Thus dealers are informed in advance what is to be played up each week. They can plan tie-up advertising of their own, special window and interior displays of the featured articles and selling talks and demonstrations. Moreover, they can make sure they have enough of the articles in stock to meet the call.

The front page of the bulletin also heralds the special features of the moment in connection with the campaign and usually gives a brief message on the progress of the drive and a plea that dealers support it unstintingly.

## DEALERS ARE INTERESTED

Efforts are being made to get the dealers to increase the value of the campaign to all concerned by running tie-up advertising. In the first two weeks several Boston dealers responded with advertisements on the articles featured in the large page advertisements. This was particularly true of radio dealers, who ran substantial double-column advertisements of radio products that the Wetmore-Savage advertising featured

The experience of the Farrington & Clark Electric Shop, Boston, is typical of the way the campaign began in the first two weeks to

# A Magazine Turned Inside Out for Your Consideration

ITERALLY, that's what we've done with Harper's Bazar in the "Data Book of Harper's Bazar."

In this Data Book are all the facts about Harper's Bazar "from the inside out."

#### 8 8 8

It reveals *Harper's Bazar* in its every detail—its editorial purpose; who reads it, and why; who advertises in it, and why; who contributes to it, and why.

And one thing that this thorough analysis of *Harper's Bazar* proves is this: *Harper's Bazar* has made a place for itself unoccupied by any other magazine. To use a time-worn but valuable phrase, "It is in a class by itself."

#### 8 8 8

And starting next week, we're going to run in this space in PRINTERS' INK some of the material in this Data Book.

This series of advertisements, varied as their contents will be, will appear under the general heading, "From the Data Book of Harper's Bazar."

# Harper's Bazar

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have its effect on retail business. "Although the advertising has just started to appear," said S. H. Farrington, of the company, "we are already beginning to feel the effects of it in the increased call for the articles advertised. For example, we had several calls for Bryant plugs following the first appearance of the advertisement describing them. Some of the customers brought in copies of the advertisement describing them.

"We had a similar experience with electric toasters and with radio apparatus. We are featuring the advertised products in the windows. From the retail standpoint, there seems little doubt that the plan will work out well. I look for the advertising to become more and more helpful to retailers as the campaign progresses."

"I feel that the campaign will be of tremendous benefit to the retailer," declared B. H. Sugerman, of the Rosen Talking Machine Co., Boston, which retails several of the articles advertised. "We are tying up our advertising with the campaign by featuring in our copy on Fridays and Sundays the articles being played up in the Wetmore-Savage advertising at the time. We back this advertising with window displays of the articles. We had a big demand for Brandes radio products at the time they were featured in the Wetmore-Savage advertising. Undoubtedly the campaign will produce steadily increasing mentum on the retail sales end as it goes on."

## Tootsie Roll Net Sales

The report of the Sweets Company of America, Inc.. New York manufacturer of Tootsie Rolls, for 1923 gives net sales of \$1,697,193 which compares with \$1,341,041 in 1922 and \$1,694,992 in 1921.

Net profit for 1923 after depreciation etc., amounted to \$61,684 as against \$6,079 in 1922 and \$16,366 in 1921.

## G. W. Scott Joins Krueger Agency

George W. Scott, formerly head of the automobile section of the Newark, N. J., Ledger, has joined the sales promotion department of The John G. Krueger Advertising Agency, Newark.

## Changes Name to Morris-Harris Company

The Morris-Harris Advertising Company, Chicago, is the name of an advertising agency organization which has been formed to succeed the Morris Advertising Agency. Edward H. Harris, who has been appointed secretary and treasurer of the new company, was at one time with Archer A. King, Inc., Chicago publishers' representative. He also had been formerly engaged in agency and newspaper work.

one time with Archer A. King, Inc., Chicago publishers' representative. He also had been formerly engaged in agency and newspaper work.

Among the accounts handled by the Morris-Harris Advertising Company, are: The National Trading Company, the Priscilla Dean Hat Company, the Chicago Ferrotype Company, the Hart Oil Burner Company, the Derma-Viva Company and the Troxel Manufacturing Company.

## France Selling Advertising Space on Telegrams

A new source of revenue has been uncovered by the French Government which is now selling space on telegraph blanks for advertising purposes. When a telegram is received, the reader finds the text of the message bordered with advertising copy. The back of the telegraph form also carries advertising.

# Daily Newspaper Started at Huntsville, Ala.

The Morning Star is the name of a new newspaper which has been started by Edward Doty at Huntsville, Ala. It will be issued daily except Sunday. Mr. Doty, who formerly was editor of the Tuscaloosa, Ala., News, is editor and publisher.

#### Pittsburgh-Des Moines Steel Company Appointment

Alice B. Phelps has resigned from the advertising department of the Hartford Fire Insurance Company, to become advertising manager of the Pittsburgh. Des Moines Steel Company, Pittsburgh.

#### Health Institute Advertising in Ontario Newspapers

The Canadian Health Service Institute, Toronto, is running a campaign in Ontario newspapers. This advertising is being directed by the Baker Advertising Agency, Ltd., Toronto.

## Café Advertises Mah Jong Tea

Cafe L'Aiglon, a Philadelphia café, is running a campaign in the newspapers featuring "Mah Jong Tea," at which expert Chinese teachers give free instructions in the game.

The Carnes Artificial Limb Company, Kansas City, Mo., has placed its advertising account with the Ferry-Hanly Advertising Company, also of that city. Electric railways will spend \$262,000,000 for new equipment and maintenance materials during 1924



# Fare weather

Fair weather has come again to the electric railways. Fare adjustment is gradually restoring their normal buying power.

Last year they bought 4,029 new cars and locomotives—more than in any year since 1913, and 14 percent more than in 1922. They rebuilt 1,256 cars. They bought 621 new motor buses. They built and rebuilt 1,114 miles of track.

And thirty-one companies, with 1,794 miles of track and \$305,000,000 in par value of securities, earned their way out of receiverships!

This year the electric railways will buy \$262,000,000 worth of new equipment and maintenance materials. The Operating Man will do the buying. He knows equipment. He knows costs. He alone is capable of buying economically in a business where operating costs eat up 65 to 80 per cent of the gross income.

He buys on performance. He buys on facts and figures supplied by test and actual use. His buying guide is the advertising section of the paper he uses as an industrial tool in his everyday work. This paper is ELECTRIC RAILWAY JOURNAL, for forty years the molder of thinking and buying habits in the electric railway field.

An advertisement in ELECTRIC RAILWAY JOURNAL puts the manufacturer in touch with practically every buyer in the electric railway field.

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As Electrical Railway Journal serves the electric railways, so each one of the fifteen McGraw - Hill Engineering, Industrial and Merchandising Publications is the working tool and the buying guide of the production man who buys in the field it serves.

These industrial markets and the papers which serve them are—

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: Power, Industrial Engineer, American Machinist, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Export: Ingenieria Internacional.

# ELECTRIC RAILWAY JOURNAL

A McGraw-Hill Publication
Tenth Avenue at 36th Street, New York



# Sex-

What has sex to do with the selection of media? It is a far more important factor than would appear from the way it is ignored in the making of some schedules.

If you have anything to sell to heads of industries, to engineers, to architects, to railways, to most retailers—you are dealing almost wholly with MEN, with business men.

These business MEN read Business Papers, not for amusement or to while away an idle hour, but as a business duty. These papers concern the biggest thing in the lives of their readers—their business—the thing that occupies most of their waking hours.

THE ASSOCIATED BUSINESS PAPERS, INC. 100% A. B. C. Audited — Reaching 54

# and Media

Everything in Business Papers is pertinent to the business of the reader, including the advertisements, the whole making a massed appeal to reader interest without parallel.

If you want to REACH these MEN, isn't it reasonable to concentrate your advertising in the papers made for them and no one else? This we say without the least idea of disparaging media with a general appeal to both men and women. But we venture to assert that if it is absurd to advertise lip-sticks in a mining paper, it is perhaps just as absurd and wasteful to advertise mine pumps in a paper half of whose readers are women who know nothing about pumps except the kind that decorate their dainty extremities.

A.<sub>B.P.</sub>

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.

Headquarters, 220 West 42d Street - New York Different Fields of Trade & Industry

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# Selling the able-to-buy

WWWWWWWWWWW

Oklahoma
has moved
up to thirteenth place
in value of
all crops

I F the value of a farm paper to its advertisers depends upon the kind of farmers who read it, then the Ohlahoma Farmer-Stockman is the most valuable in this territory. OFS circulation is greatest in those sections of Oklahoma where the farms are above the average in size, value, and equipment.

O. F. S. Circulation A. B. C. Statement, December 25, 1923

		Percentage	Percentage		
		of All	O. F. S.	of State	Percent-
No. of	No. of	Farms in	Circula-	Circula-	age of
Area Counties	Farms	the State	tion	tion	Coverage
The State 77	191,988	100.0	100.969	100.0	\$3.0
Wheat Belt 19	43,767	22.8	26,280	26.0	60.6
Cotton Belt 36	104,279	54.3	74,928	74.0	71.0
Other Countles 22	43,942	22.9	26,187	25.0	59.0
160-Acre Farm Area 39	82,854	43.2	51,331	50.0	61.0
\$10,000 Farm Area 28	60,417	31.5	38,598	38.0	63.0
Owned Farm Area 40	88,126	45.9	48,356	47.0	54.0
\$1.000 Farm Build-					
Ings 38	82.818	43.1	49,266	48.0	59.0
\$1,000 Live Stock					
Area 48	102.281	53.2	63,683	63.0	62.0
\$500 Machinery Area 23	49,010	25.5	30.528	30.0	62.0

From June 25, 1923, to December 25, 1923, OFS circulation made a substantial increase. Total State circulation, 100,969; total circulation 147,582.

Added to the above facts is this: The gross income an acre of improved land is greater in Oklahoma than in any other State, according to the State Board of Agriculture. It is true, then that advertisers in the Oklahoma Farmer-Stockman are appealing to able-to-buy readers.

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Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla the oklahoma publishing co. The dally oklahoman~oklahoma city times

E.KATZ SPECIAL ADVERTISING AGENCY

E.KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

# Co-operative Selling: Is It the Hope of the Small Unit Manufacturer?

How 3-More Plan Is Being Applied to Notions Business to Cut Selling List and Increase Sales

# By Don Gridley

H OW is the manufacturer who makes a product that sells for only a few cents and on which the selling cost is ruinously high, to get profitable distribution through any other channels than the jobber? Is there any method whereby he can still maintain his jobber connection and yet reach dealers who are not sold by the jobbers?

These two questions have always been of vital importance to the manufacturer of small units who has found that his business does not warrant the maintenance of a regular sales force because low selling price of the product makes it impossible for a salesman to sell enough of it to make a decent commission. It has been interesting to note during the last few years the efforts of the small manufacturer to arrive at the solution to these questions.

The latest solution is the 3-More selling plan, which is backed by the Penn Rivet Corporation of Philadelphia, manufacturer of snap fasteners and other notions.

The situation has been particularly acute in the notions field. The company that was making only one notion, or perhaps two or three, found itself up against some pretty difficult obstacles. In the first place it could not hire exclusive salesmen, because the selling price on each unit was small and a salesman would have to sell an impossible quantity of the units to pay himself a living commission.

Its next step was to get its product into the hands of parttime salesmen, but even the parttime salesman found it difficult to make much out of selling only one or two products on which the selling price was five, ten or fifteen cents.

If it got its product sold by jobbers, the jobbers' salesmen were never willing to give it the proper sales push, because they, too, found the commission small. They merely sold the product along with other things, more on the request of dealers than due to any particular efforts on their part.

This brought about an interesting situation in the notions field. The small manufacturer had two courses. If he was financially strong enough he could buy out other manufacturers or add to his own line until he had enough notions to make it profitable to hire part-time salesmen, at least.

The second course was to keep on manufacturing the same products as before and to add to his manufacturing function that of This was what the the jobber. Penn Rivet Corporation did. addition to the products that it made in its own factory it took or other products, such as safety pins and ribbons, and sold them under its trade-name, 3-More. With this plan it jumped its sales up to more than \$800,000 a year, and got distribution in more than 30,000 small neighborhood stores. Yet, it found that the conditions of selling were not satisfactory, that the manufacturer-jobber arrangement was not

#### OTHERS IN THE SAME BOAT

After a careful investigation of its field and interviews with other notions manufacturers, it found that there was a number of other companies that were also combining the manufacturing and jobbing functions. It then decided on the plan which it is now putting into effect. Whether this plan succeeds or not, it is of significance since it indicates a condition, shows the feeling of the manufacturer of the small unit and points to his eagerness to find some satisfactory and economical

solution of his difficulties. The 3-More plan is based on the success of the company in selling its products under the 3-More trade name. The trade name goes back to the company's plan of adding three more units to ordinary dozen lots. Instead of putting out buttons, a dozen to the card, it added three more buttons and sold the fifteen for the price of twelve. It carried out the same idea with snap fasteners, safety pins and other notions. The result was that it built up considerable prestige among neighborhood stores for the 3-More name.

This is how the new plan works out. The company goes to the manufacturer with a sales talk which boils down to the following:

"Over a period of years we have built up a prestige among, more than 30,000 dealers for our tradename. We have done this by giving them a small line of notions, some of which we manufactured and some of which we merely sold as wholesalers. It has struck us that this manufacturerjobber combination is uneconomical. Instead we offer our plan.

"We want to cut out our jobbing function entirely. Instead of it we want to bring about a cooperative selling plan in which a large number of notions manufacturers will participate to their profit. To you as a manufacturer we offer the use of the 3-More name. In using it you will merely add another brand to your line and put it out as the 3-More brand.

"The next step is to market this brand. That we do for you through our co-operative selling agency. We furnish our salesmen with a list of the products sold by all the manufacturers co-operating. This means that each salesman has a large line of notions to sell and that he will be able to build up 3-More departments in the stores he visits. Selling the products under one brand name on a department basis means that the dealer will buy his notions largely from one salesman because he will not have to spend a disproportionate amount of his time with the salesman who has

only one or two notions to offer.

"The salesman gets his order and sends it in to the Penn Rivet office in Philadelphia. The order is noted and then each manufacturer is given his part of the order to fill. He fills it direct. He also pays the salesman's commissions direct

"When it comes to collections the manufacturer goes back to the main office again. This means that the 3-More office will put behind the collection of his small bill the efforts of all the co-operating manufacturers. Where the dealer might overlook an item of a few dollars he will not be able to overlook a larger item which combines his indebtedness to all the manufacturers from whom he has bought to fill up his 3-More department."

That is the plan in simple outlines.

### SOME ESSENTIAL BACKGROUND

There are certain details of interest that need to be noted. First, the Penn Rivet Corporation does not ask the other companies to make any changes in their regular methods of doing business, beyond adding the 3-More brand. The manufacturer can go on selling the other brands that he has always sold through the usual channels and by the usual, methods. He merely adds the 3-More brand to his line. This means that no manufacturer is asked to commit himself to any radical change in his selling policies.

Second, the cost to the manufacturer is strictly proportionate to the amount of his product that is sold. In the contract which the Penn Rivet Corporation makes, it commits the manufacturer to pay for the use of the 3-More name on a pro-rata basis, based on the amount of sales made for him of his 3-More brand. If he sells nothing, the use of the trade name costs him nothing. If he sells a great deal the percentage of profits that he pays for the use of the name decreases as the sales rise.

He also gives a certain relatively small sum which is to be used for advertising in consumer and trade 24

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-Add this new commonwealth to your map. It's a circle radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4% millions.
The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

> the City with 85,000,000 to spend on Municipal mprovement

In yards and gardens all over this land you will find fruit trees and vegetable plants which were born right in this 40th State town, Louisiana, Mo.,

recognized everywhere as a center for horticulture. This interesting town produces also shoes and lumber, and has a large factory making pear buttons.

Visitors find a wholesome hospitality among Louisiana citizens. It is a town of cultivated, progressive people . . . . And it is wealthy, with bank deposits of \$1,500,000 in large, well-established

Louisiana's needs and purchases are many and varied. St. Louis, capital of the 49th State, is but 98 miles distant, accessible by rail, road or river

The people of Louisiana have the shopping advantages of St. Louis and of these local stores:

- 13 Grocery Stores (Retail) 2 Grocery Stores (Wholesale
  3 Auto Dealers and Garages
  4 Drug Stores
- 4 Drug Stores 4 Building Material Deal rs
- 2 Jewelers 7 Dry Goods Stores 3 Men's Furnishing Stores 3 Shoe Stores 3 Furniture Stores
- 3 Confectioneries 1 Music Store

The Globe-Democrat, naturally, has a larger circulation in Louisiana than does any other St. Louis paper.

Globe-Democrat Circulation in Louisiana: Daily-450; Sunday-596

Globe-Democra St. Louis' Largest Daily

F. St. J. Richards, New York Guy S. Osborn, - Chicago J. R. Scolaro, - Detroit

C. Geo. Krogness, . . . . San Francisco Dorland Agency, Ltd., . . . London Asso. American Newspapers, London and Paris

mediums. The Penn Rivet Corporation points out that few notions manufacturers have ever been able to carry on extensive advertising on their products because the cost of the advertising has been out of all proportion to the profit to be gained by sales. The company tried this out for itself and sunk some real money to convince itself that the statement was true. However, with each manufacturer co-operating, there can be conducted co-operative advertising in large space that will get results. The advertising will emphasize the whole 3-More line rather than an individual product.

The co-operating manufacturer also obligates himself to pay for one direct mailing a year, consisting of a broadside and a combination price-list and order-blank. The broadside, for the mailing of which the company pays, features the company's product almost exclusively, but features it as a part of the 3-More line. The first mailing, for the Remo Mfg. Co., maker of safety pins, carried a picture of a display case full of Remo 3-More safety pins and the text featured the safety pins and the display case.

On the price-list, however, each manufacturer receives an equal space to list his product and prices. In this way every co-operating manufacturer will get the benefit of every mailing, although paying for only one. Another feature of this combination order-blank and price-list is that it is apt to receive more attention from the dealer than an order-blank and price-list of one or two notions only. In a few minutes he can make out orders for a large part of his notions business, instead of spending a great deal of time fooling around with individual orderblanks.

The Penn Rivet Corporation has also originated a 3-More display case which is sold to the dealer, or given free on orders of \$50 or more. This case is so made that it will hold displays of three or four 3-More products. When the dealer carries more than enough to fill the case he can add another

case. This gives him a neat, compact notions department in which the notions are always kept in good condition.

In one advertisement to the trade the company outlines the advantages of the plan to jobber, manufacturers' agent, advertising agent and syndicate buyer.

First, it will help the jobber by cutting the cost of selling and giving him the advantage of a steady volume of refill orders.

As for the salesman he finds an increased volume of sales in his territory, even if some of those sales are made by direct mail and in time he will get the benefit of lower prices resulting from lower selling expenses. Also he knows that the dealer is buying the 3-More line in preference to others.

The advertising agent knows that it will be possible to do more profitable advertising on a cooperative basis than it would be for each manufacturer to advertise individually.

The syndicate buyer profits because he is able to buy his notions at a lower price.

That is the 3-More plan as outlined by the company. Already nine manufacturers are co-operating and others have expressed a willingness to co-operate when they can arrange to add the extra brand. However it is not of great importance how many manufacturers are co-operating. The important fact is that enough are in line to give the plan a thorough try-out.

Whether the plan succeeds or fails it is significant because it points the way to a solution of the low-price, high-selling-cost problem. It can be applied to other lines with modifications and perhaps in time it will show the small manufacturer the way out of the woods.

## John K. Riegel with Dan A. Carroll

John K. Riegel, recently with the advertising department of the New York American, has joined the staff of Dan A. Carroll, publishers' representative. New York. He will cover the New York territory.

# Leadership Based Upon Merit

During 1923 the Chicago Evening American led the daily field in these classifications of advertising:

First in Musical Instruments

First in Radio

First in Toilet Preparations

First in Amusements

First in Drug Stores

First in Jewelers

And the Chicago Evening American was in second place in five other classifications.

Merely another advertising record made possible by the tremendous buying power of a vast reader audience.

CHICAGO MANAMERICAN

A Good Newspaper

# THERE CAN BE NO GREATER UN



[The Economist Group regularly reaches the key figures in this country's distributive scheme—45,000 executives and buyers of 35,000 foremost stores, located in over 10,000 cities and towns and doing 75% of the total business done]

The dry goods and department stores of the United States not only capitalize but control the buying interests of a hundred million consumers—ten thousand times ten thousand

THE dry goods merchant is purchasing agent for his community. His chief service is one of selection. To prosper he must be shrewd psychologist and wise prophet. His position forces him to predetermine the purchases of his hundreds, his thousands, his millions of clients.

Obviously, after he has bought, his business existence depends on speedy, steady selling. He *must* sell—and he does—by good use of two selling tools, store prestige and store promotion.

The merchant is the world's greatest advertiser. His everyday promotion, planned and paid for by him and further fortified by his own good name is extensive, expensive—and compelling.

The merchant does far more to promote sales than the manufacturers of the lines he has chosen. More than 90% of goods sold by dry goods and department stores has never been advertised to the consumer by the manufacturer. Between 90% and 97% of all purchases are direct returns on the merchant's own "personality and pep."

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# UNIT MARKET THAN THIS

Actually, the merchant's every selling effort is spent in behalf of the manufacturer.

When the manufacturer wins the merchant's favor, he employs a super-salesforce—a salesforce having entrée everywhere and energy unsurpassed, a salesforce asking no salary whatever, a salesforce with a regular range of one hundred million buyers!

In this field—it is fundamental, it is logical, it is resultful to sell the merchant first, last and all the time—to sell him not only your product but your principles, your policies and your personality.

Advertise to the merchant, of course. Advertise consistently and constructively. Advertise on a scale paralleling your high success-ideals.

Advertise to the merchant through his own valued business papers. This is the one economical and effective method of making a name and an output part and parcel of the merchant's business thinking.

The supreme influence of the ECONOMIST GROUP in this regard is neither accidental nor assumed, but fairly won in seventy-seven years of service—and admittedly unapproached.

An advertising page in all five publications costs less than a single newspaper page. Yet such a page is seen and heeded by merchandise experts in all the leading stores of the country, stores that do over 75% of the total business done in dry goods and allied lines.

The merchant, then, is the manufacturer's primary market. His favor is the manufacturer's fortune, since selling to him means selling to the great final market of "ten thousand times ten thousand!"

Win the merchant—or you cannot win your share of the world.

# The ECONOMIST GROUP

239 West 39th Street, New York

DRY GOODS ECONOMIST (National, Weekly) MERCHANT ECONOMIST (Zoned, Fortnightly)

New York - Chicago - St. Louis - San Francisco

# Henri, Hurst & McDonald ADVERTISING Chicago



Millions of housewives now know the Kroehler Davenport Bed.

Furniture dealers from New York to the smallest cross-roads town know and sell the Kroehler line.

Excellent merchandise, able salesmen and powerful advertising have made the Kroehler Manufacturing Company second to none in the furniture industry.

> The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. A copy will be sent at your request.

# How Much Should the Salesman Talk about the "Other Fellow's Line"?

There Are Times When Only Competitive Selling Talk Will Bring the Order

# By Ray Giles

A T some time or other nearly every salesman comes to the point where the unabridged dictionary seems the most important book in the world. He gets it out. He looks up the word "ethics." If he examines the same dictionary that I looked into, he will get scant help in solving the problem which we are going to look at here. On this question of "ethics," Grandfather Webster seems rather abstract. And so our salesman has to determine pretty much for himself just how far he can go in discussing the other fellow's line.

And the problem at times is certainly a buster. Perhaps the other fellow is knocking. Perhaps he has employed actual untruth, or more effective still, has filled the air with innuendo and rumor. And our particular salesman, being the hero of this article, was brought up from his very salesman's cradle "not to knock"—"not to discuss competitive lines"—to stick solely to his own line in any discussion because that "is the only line on which he is thoroughly posted."

Perhaps the dealer himself is genuinely perplexed. He asks, "I

Perhaps the dealer himself is genuinely perplexed. He asks, "I know you won't knock, but can't you compare the other fellow's line and yours in these two respects at least?" Or, "How the dickens am I to know what to do if you won't help me to gather all the facts that can be obtained?"

There really are several sides to this problem. For one thing, salesmanship involves taking sides. The salesman is bound to defend his line to the best of his ability. Must he always refuse to take the offensive when only competitive salesmanship will carry him through?

Again, while his best training is

obviously on his own line, must he chloroform himself every time the other fellow's line is mentioned?

Finally, when the "other fellow" checks his ethics with his luggage back at the railway station and goes out slashing right and left what will his victims do about it?

We hear plenty about "unfair competition." Sometimes it would be more helpful still to know how far fair competitive salesmanship can go.

THE EVER-PRESENT SHADOW LOOMS
LARGE

During 1923 over 80 per cent of all the automobiles produced were manufactured by five companies. Five companies turned out 3,335,000 cars while ninety-five manufacturers produced the remaining 665,000 vehicles. The same general trend is observable in nearly every line of business. The big fellow gets disproportionately bigger. The little fellow is journeying toward the vanishing point if he doesn't watch out. Which brings up this situation:

Dealers grow more and more interested in the Big Fellow's product. The Little Fellow's product may be actually better. How is the Little Fellow's salesman going to get the truth over to the trade? One of the little automobile companies faced exactly that predicament a few years ago. The car looked good. It gave a fine demonstration. But always in the background of the prospective customer's mind was the thought, "For the same money I can get a car made by one of the biggest companies in the industry." The sales force knew that their car offered better value and performance but mostly in a

general way rather than in sharp, specific terms.

Finally a Boston agent began to sell the car in substantial numbers. He had started out to do competitive selling. Then he found a way to go far beyond that. His first step had been to point out in a specific way that his engine had more power than the Big Fellow Cars in the same price class, that the brakes were larger, etc. He had used their names specifically. The method was fairly effective.

But later he found it possible to lift his selling talk to a much higher plane. The car was, roughly speaking, in the \$1,500 class. He had been comparing its units with those of other similarly priced automobiles. By studying some of the still more expensive cars he found that his engine compared very favorably with that of a leading \$3,000 car, his brakes were as big as those on a prominent \$3,500 car, while certain other features were also usually found only on cars costing much more than the one he had to offer. He then got entirely away from mere competitive selling to a type of comparative selling which was decidedly in his favor. It was as though a clothing salesman might offer you a \$40 ready-made suit and say, "This suit is cut on the very same lines as John Barrymore's latest sack suit and is made of the same material as the bestlooking suit the Prince of Wales wore on his last visit to Canada."

That illustrates one very good principle to adopt when competitive salesmanship cannot be avoided. To compare the product with others in your price class is to suggest that the best you can aim to be is a "just-as-good." To find points on your line which compare favorably with those in higher-priced articles is to give your goods a decided lift—and one which may carry you high above the "other fellow" in the customer's mind.

Another good answer to the customer who insists on talking about the other fellow's car was provided for his agents by a different manufacturer. When the prospect showed that he was "lookin' 'em

all over" the salesman would offer him a printed slip. On it were six columns. At the left of these were listed various points to be considered in buying a car. Some were mere specifications-such as wheel-base, length of front and rear springs, horse-power. Others covered such suggestive factors as "Stability of Manufacturer," and "Resale value after three years use." In the first column all of these questions were answered for the car on that particular salesroom floor. The salesman would say, "In case you are thinking of looking at any other cars you will find this slip convenient. You can note down the important points in connection with each make and then compare them all when you are through.'

#### THE TESTIMONIAL PLAN

The salesmen for an office appliance were constantly asked about competing devices. employers did not believe in comparisons or knocks. The remedy consisted of making a special drive for testimonials from satisfied customers who had formerly used competitive equipment. These were arranged in loose-leaf binders so that the salesman could answer objections quickly by utilizing the proper testimonial. Example: Prospect asks "But is this as durable as the Smith machine?" Salesman for Jones opens to the testimonial from an underwear mill which states that they have operated both Smith and Jones machines for several years and have decided to standardize on Jones, because of the greater freedom from complication, trouble, and signs of wear.

Which suggests another good point to observe in competitive salesmanship. Let some outsider say that the rival product isn't up to yours, wherever possible. For this reason comparative tests conducted by outside authorities—laboratories, colleges, etc.—are sometimes valuable. Comparative statistics from such sources can be handed out much more gracefully than the same facts when gathered by the manufacturer himself, the philosophy of it be-

No. 7

ost advertisements today are built on the principle of the drama.

A product that might otherwise be unnoticed by the casual reader acquires a definite and desirable meaning when it is dramatized.

The dramatic appeal is found to be effective because people buy magazines primarily for entertainment and stimulation.

And the dramatic presentation also commands attention, compels interest, arouses desire for the product advertised.

There is one magazine—Hearst's International Magazine—whose entire success is based on its dramatic presentation of facts and ideas as well as fiction. The reason why 500,000 and more people buy it every month must be because they welcome its dramatic presentation.

The advertiser in *Hearst's International Magazine* therefore KNOWS he is staging his act in a theatre.

# STAGE YOUR ACT IN A THEATRE-

Don't Just Hire a Hall

ing that the outsider is disinterested whereas the manufacturer

If favorable outside tests are lacking it is sometimes possible to suggest a simple or home-made means of testing to the dealer. For example, traces of acid may exist in some products and be considered undesirable. The dealer may be supplied with slips of litmus paper and advised to make

his own test.

A couple of winters ago I spent a few days going about with an oil salesman in a territory where a special oil was being marketed for Ford cars. The chief claim was that it greatly facilitated the starting of the engine in cold weather, which claim was thoroughly justified. Several times the salesman with whom I went was asked about this particular com-"It certainly does enpetitor. able you to get a quick start, the replied, "but have you smelled the oil?" The answer was invariably "No." Where the dealer had a can of the oil, the salesman's query aroused his curiosity and caused him to bring it out and test it for fragrance. And every such dealer opened his eyes wide. "Ammonia!" he would exclaim.

"Now," said the salesman, "if you want to know how ammonia affects the insides of a Ford engine, I suggest that you call up Mr. H— of the T— Laundry and ask him what he thinks of this oil. He used it on fifty Ford delivery trucks and is now back

on our books.

How much better this was than, "That oil is no good. It has ammonia in it. It will ruin your

engine.

A candy salesman worked out an equally good reply to comments about a popular competitor. His reply was to buy a box of the rival chocolates, open them and lay the box beside an opened package of his own goods. On examining the top layer of both boxes the rival had a slightly perceptible "bulge" on him. Then he removed the top layers from both boxes. The rival's bottom layer consisted of cheap, miscellaneous pieces—skimped in number. The

other box had a bottom layer of chocolates which were identical with those on the top.

"Well," was the salesman's only comment, "which box do you think will bring you the most

regular trade?"

"I don't believe in competitive salesmanship with the trade," said one manufacturer the other day, "but I am convinced that it is the greatest mistake in the world to dodge discussing competition with my own salesmen. I used to 'tend to my own knitting' so hard that I didn't know half what was going on in the field. Now I ask all my salesmen to send in as quickly as possible any new competitive products which appear in their territories.

"I find that this mere willingness to look into the other fellow's goods has a tonic effect on our men. It shows at least that I don't propose to be caught napping, and if there's anything that discourages salesmen it's having competing articles constantly discussed by the trade while 'the house goes on sleeping.'

"We believe thoroughly in letting all the facts come out. A salesman on the road is constantly hearing about the other fellow's good points and his own weak ones. That is why a salesman should be brought back to the home office at frequent intervals and resold from top to bottom on his line. Then he will not be tempted to use defensive, competitive salesmanship.

"The other side to this is that by inviting the salesman to discuss competition with us we are surer to guard ourselves against

This calls to mind the practice of an executive who had several chronic cases of fear-of-competition among his salesmen. They were strong on bewailing their own lack of some competitor's good point. One day this manager's secretary was attempting a periodical clean-up of his correspondence files and asked, "What shall we do with all these applications for positions?"

It occurred to the sales manager that he might make excellent use 24

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# The House that Jack Built Must Be Equipped!

THE "Own Your Own Home" campaign in THE EVENING WORLD every Saturday is doing more to stimulate an interest in home-building than any other movement now current in New York papers.

All these homes must be furnished and equipped—with everything from wallpaper to bath-tubs; from carpets to pianos.

Advertisers who know the value of offering their merchandise where the buying impulse is already established are using





CHICAGO

NEW YORK

MALLERS BUILDING PULITZER BUILDING GENERAL MOTORS BUILDING DETROIT

SEATTLE, WASH.

SAN FRANCISCO, CAL.

SECURITIES BUILDING CHANCERY BUILDING TITLE INSURANCE BUILDING LOS ANGELES, CAL.

More advertising volume the of all other national harmal re

n 1923

Hardware Age carried ...

The combined total of the three other national papers was

and—

The number of advertisers in Har

The number of advertisers in the nex

HARDWA

239 W. 39th Street Ne

Member A. B. C.

# than the combined total hardware publications record of Hardware Age

•	•	•	•	•	•	4,502	adv.	pages

. . . . . . 3,374 adv. pages

# in Hardware Age was . . . 663

the next nearest paper was . . 334

# MARE AGE

eet New York City

Mambas A B P Inc

of the letters even if he was not ready to consider the men who wrote them. The applications were laid aside. Some few days later one of the salesmen, in from a hard siege of it, brought up afresh the good points in the other fellow's line. The boss was singularly calm. He listened patiently. Then he said slowly, "Jim, I almost believe that you could sell the other fellow's line better than our own. Now listen to what some of the 'other fellows' think about us." Out came the applications.:

"You're worried about Our prices. Here's a letter applying for a job from a salesman with Hicks & Murth whose prices are way below ours. And he says in part, 'I am convinced that the real future in this class of goods is in a high-grade, higher-priced line such as yours, and that is one reason why I would like to talk with you about a job.

"Here are other letters from salesmen with the very houses you seem to be afraid of and they all

want jobs with us because they are convinced that we have a much easier line to sell."

This proved to be an almost instantaneous cure for fermentation over the other fellow's fine points.

Alemite Advertising for 1924

Alemite Advertising for 1924
The Bassick Manufacturing Company,
Chicago, has appropriated \$500,000 for
the 1924 advertising of Alemite products, and the advertising appropriation
of Alemite distributors, all individual
companies operating as branches, totals
\$400,000, Printers' Ink is informed by
W. F. Lochridge, advertising manager.
The increase is considerable over
1923, and the copy will be more aggressive, more fundamental, brass tack, and
testimonial than last year, he says.

"We are educating people to "ubricate every 500 miles," for the good of
their own pocketbooks," Mr. Lochbridge
stated. "They neglected chassis lubrication till we started. We're also building up national lubrication service so
as to profit on the educational drive."

as to profit on the educational drive." The advertising program calls for the use of magazines, newspapers, window displays, signs, and direct-mail advertising.

Albert Manning Dies

Albert Manning, secretary of the Dairymen's League Co-operative Association, Inc., since its organization in 1917, and past master of the New York State Grange, died on February 19 at Middletown, N. Y. He was sixty years old.

#### Pacific Coast Electric Company Plans for 1924

More than 200 electrical contractors, retailers, power executives and representatives of affiliated lines attended the sessions in Portland, Ore., at which the 1924 "Check" Seal advertising program of the Pacific States Electric Company

of the racine was outlined. "Check" Seal campaign will be carried in 119 newspapers and on 724 outdoor bulletins, covering the States of California, Washington, Ore-

gon, Nevada, Idaho and Arizona.

The advertising campaign is under
the direction of Evans & Barnhill, Inc.,
San Francisco advertising agency.

#### "Fore" Door for Ford Cars to Be Advertised

Wade-Freeman Manufacturing Company, Nashville, Tenn., has started Company, Nashville, Tenn., has started an advertising campaign on its Ford Fore Door, which is a fourth or front left door for the standard Ford touring and roadster models. These models come equipped with but three doors. General magazine, business-paper and direct-mail advertising is being used. The Chappelow Advertising Company, Inc., St. Louis, is directing this campaign.

#### O. J. Rohde, President, The Torrington Company

O. J. Rohde has become president and general manager of The Torrington Company of Delaware, electric vacuum cleaner manufacturer, with headquar-ters at New York.

Mr. Rohde recently was vice-president and general manager of The Wire Wheel Corporation of America, Buffalo, N. Y., manufacturer of wire spoke and disc wheels.

#### Mack Truck Sales Up 40 Per Cent

The preliminary statement for 1923 of Mack Trucks, Inc., New York, shows sales of more than \$43,000,000, contrasted with \$31,070,000 in 1922, an increase of 40 per cent. After depreciation and taxes there was a net profit of \$7,000,000, for 1923, compared with \$3,952,279 in 1922.

#### Allen Montague Represents Osteopathic Magazines

Allen Montague, Chicago, has been appointed to represent the Journal of the American Osteopathic Association and the Osteopathic Magazine, both of Chicago, in that city and vicinity.

## La Porte "Herald" Appoints Alcorn-Seymour

The La Porte, Ind., Herald has ap-pointed the Alcorn-Seymour Company, Inc., publishers' representative, New York, as its national advertising representative.

QUARTER of all the
English reading people
In the United States
Pay \$450,000—
Every week in the year,
For the American Weekly Magazine!

That's acceptance!

Seven dollars a line
Is the rate to reach them!

That's economy!

Eighteen millions read it!

That's coverage!

And that's The American Weekly Magazine!



A. J. KOBLER, Mgr.

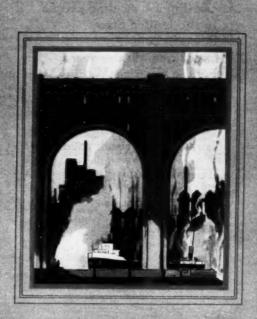
1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester—American Detroit—Times Chicago—Herald and Examiner Milwaukee—Telegram Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

# Advertise in the PRESS of I



CLEVELAND \$1924 R



# Sd Progress from Profits!



# YOU NEED THIS BOOK

if you're planning to sell merchandise in "The Cleveland Market" without experiment or lost motion. With over 200,000 circulation the CLEVELAND PRESS has 42,000 more "City Delivery" circulation than the Evening News and 43,000 more than the Daily Plain Dealer. There are 10 Presses to every 13 families in this Cleveland HOME-territory. Get all the "Cleveland Market" facts.

Send for this Book!

# One of the SCRIPPS-HOWARD NEWSPAPERS including the Scripps-McRae League

is represented nationally by

ALLIED NEWSPAPERS, INC.

52 Vanderbilt Ave., New York 5 No. Wabash Ave., Chicago Cleveland — Cincinnati — San Francisco

# WORTH

THERE are a dozen I magazines on the newsstands today that are excellent values for the 25 cents they cost. There are those-and there is COSMOPOLITAN. To say that Cosmopolitan excels them is not disparaging them. It should excel them. It must. For Cosmopolitan costs the reader 35 cents a copy and he pays that price only because Cosmopolitan is worth itbecause it is in a class by itself.

The proof of a magazine is in the reading.
That's why more than a million people buy
Cosmopolitan voluntarily at 35¢ per copy.



# Ostby & Barton Tell Retailers a Thing or Two about Jobbers

Manufacturing Jewelers Use Business Papers to Establish More Prestige for the Wholesale Jeweler with His Trade

THE silent man of industry—
such is the name given the jobber by one of the few who advertise. An occasional jobber has, figuratively speaking, whispered in newspapers. One or two jobbers' associations have spoken in paid space in an undertone. But when a genuinely powerful voice has been raised to defend the jobber or justify his existence in the economic scheme, the owner has practically, without exception, been a manufacturer.

American The North Lace Russia Cement Company, the Company, the Remington Arms Company and the I. B. Kleinert Rubber Company head the list of manufacturers who have come to the jobber's defense. In paid space in consumer and trade mediums they have taken up cudgels for the jobber. Sound reasons why the jobber performs a useful economic function have been advanced by these concerns while the jobbers themselves did little else than pass resolutions which neither the retailer nor the general public took much notice.

Now the Ostby & Barton Co., manufacturing jewelers of Providence, R. I., is using the jobber as a ventriloquist figure and saying for him what he should be unflinchingly declaring for him-self. The campaign is appearing in a list of jewelry trade publica-tions. There are five advertisements in the series, each one written to help the wholesale jeweler and to assist in establishing more prestige for him with his trade-

the retail jeweler.

There is a certain amount of selfishness as well as altruism in such a campaign. Ostby & Barton sell through the wholesale iewelry iobber only. To a degree, the company's welfare is distinctly tied up with that of the jobber. Consequently, it is to the manufacturer's interest to ad-

vance the cause of the jobber, for the two have a great deal in

common.

At the same time, though, the advertising is public spirited in that Ostby & Barton executives sincerely believe the jobber performs a necessary function in the distribution of many types of jewelry and that it would not be to the public's benefit to eliminate him. As the company specifically states: "We have a conviction, based upon our experience and the successful conduct of our business, that the jobber has a definite value to the manufacturer and retailer of most types of jewelry. His elimination from the scheme of distribution in this field would not mean the elimination of the important services that he renders. These would need to be continued in some form by the manufacturer who is now relieved of the bur-We are satisfied that few manufacturers, if any, could assume such responsibilities without economic waste in the industry, higher prices, slower service and restrictions in retail selling.

The first piece of copy is cap-tioned: "Where does the jobber fit?" In simple language, it introduces the subject in this fashion:

Impartial, scientific study of any sub-ject will reveal surprising facts. Our experience with the jobber has proved to us that he helps to keep prices

Yet he makes a profit and that profit is in the price of the goods the retailer buys from him.

But his profit absorbs only a small part of the saving in manufacturing and sell-ing cost that his service makes possible. The jobber sells goods made by many manufacturers. His cost of doing busi-ness is divided between these manufac-

The jobber creates a large total volume of business that leads to economy in manufacture and lower production cost

per unit.

These two savings keep prices at a lower level than could possibly be maintained otherwise. The retailer buys better goods at prices within reach of a larger number of the consumers in his

locality. His year-by-year increase in business depends more upon having goods that can be bought by a larger number of people than it does upon the growth of the community.

On this score alone, the jobber's service and his profit.

vice justifies his existence and his profit.

With this as an introduction, the remaining advertisements take up concrete services rendered by . the jobber. The following titles indicate the trend the copy takes: "The jobber's stockroom is the retailer's warehouse"; "If every manufacturer sent his salesmen to call on every retailer"; "Your account with the jobber"; "How jewelry manufacturers' salesmen call at Biloxi, Winona

or Muskegon?"

The copy matter of the series has been reprinted in the form of a small booklet which is being distributed without charge among all wholesale jewelers and their traveling men and executives. The booklet is handsomely got up and serves well its purpose of letting those connected with wholesale houses know what Ostby &

Barton is doing.

Of course, this campaign is not going to place the wholesale jeweler in an impregnable position. No doubt it will cause a certain few retailers and others to reconsider the entire matter and perhaps it will soften the blind opposition of others. regardless of its effect in this direction, if the campaign does no more than to lead jewelry wholesalers to buckle on their own swords and defend themselves over their own name in paid space it will have accomplished wonders.

#### Will Join United Typothetæ of America

Albert Highton, who has been with the advertising department of the American Writing Paper Company, Holyoke, Mass., for the last five years, has resigned to join the bureau of advertising of the United Typothetæ of America. He will take up his new duties at Chicago on March 3.

Appoints Thomas F. Clark Co.

The Marshfield, Southwestern Oregon News has appointed the Thomas F. Clark Company, New York publishers' representative, as its national advertisrepresentative, as ing representative.

#### Gillette Razor Has Record Year

The annual report of the Gillette Safety Razor Company, Boston, for the year 1923, showed the largest earnings and sales in the history of the company. J. E. Aldred, chairman of the board of directors, made the following remarks in his statement to the stockholders:

"The company's sales, including those of subsidaries, in 1923 were 7,798,781 razor sets and 29,061,634 dozen extra blades, as compared with 3,420,895 razor sets, and 24,082,970 dozen extra blades in 1922. New sets and packages in appealing designs were offered to the

"When the sales campaign was augurated at the outset of the was init was contemplated that 5,000,000 razors would be sold; the figures set forth above indicate the success of that campaign and the extraordinary re-sults accomplished. Naturally the great sults accomplished. Naturally the great increase in distribution of razors has been followed by an increased demand for extra blades. There were in hand at the end of the year unfilled orders for 539,000 razor sets and 3,240,000 dozen extra blades.

"It is an added pleasure to report to the shareholders of the company that its policy in exampling its distribution.

policy in expanding its distribution facilities is adding an element of stability to its operations, as indicated by the

to its operations, as indicated by the world-wide use of the company's product. "During 1923 sales to Europe, South America, the West Indies and the East were 1,744,760 razors, being 22 per cent of the total sales. In addition, 414,751 razors were sold in Canada, so that 27 per cent of the company's total production of razors was sold outside of the United States.
"Net earnings for lock and the world was the same of the company's total production of razors was sold outside of the United States.

"Net earnings for last year were \$8,411,776, after depreciation, but before taxes, as against \$7,602,939 earned in 1922."

#### Rouge Account for Brandt Agency

The Kolar Sales Agency, Chicago, distributor of Kolar Laboratories products, has appointed the Brandt Advertising Company of that city to direct the advertising of Mad Cap Orange Route Newspapers and measures will Rouge. Newspapers and magazines will be used for this account.

#### A. W. Barker Incorporates

Albert W. Barker introlpolates Albert W. Barker, who has been engaged in free-lance copy work, has in-corporated under the name of Barker Incorporated, with offices in Chicago. He was formerly on the copy staff of the McJunkin Advertising Company, Chicago.

#### J. G. Mulder Joins New York "Daily News"

John George Mulder, who has been for the last four years on the advertis-ing staff of *La Prensa*, New York Span-ish daily newspaper, has joined the New York Daily News.

# Only 24% of the People in the Philadelphia Trading Area Live in Philadelphia

THE population of Philadelphia, constitutes but 24% of the total population, properly considered as the Philadelphia Trading Area. Southeastern Pennsylvania is the richest territory in the United States.

It is dominated by NORTH AMERICAN THE

Its Character Creates Confidence

# THE NORT MERICAN

PHILADELPHIA

New York John B. Woodward Woodward & Kelly 110 E. 42nd St. 811 Security Bldg

THE OLDEST DAILY NEWSPAPER IN-AMERICA - 1771

Woodward & Kelly R. J. Bidwell Co. 408 Fine Arts Bldg.

San Francisco 742 Market St.

## Legal Restrictions on Sales Agents in Japan

AMERICAN manufacturers who are engaged in or who are contemplating the sale of their products in Japan should have a knowledge of some of the requirements of Japanese commercial law. This is important, says a recent bulletin from the Department of Commerce, if American companies want to get the most consideration for their sales representatives from Japanese merchants.

An American representative proceeding to Japan should be provided with a power of attorney, issued to him by his company and properly legalized by Japanese consular authorities. properly executed power of attorney is not only a protection to the American representative acting in behalf of his firm in Japan, but establishes the basis of confidence necessary for the proper conduct of business with Japanese customers. If a Japanese firm enters into a business deal with the representative of an American firm, who has no power of at-torney, the Japanese must, in the event of any dispute, look for redress to the salesman in person, whereas if he transacts business with a salesman properly accredited by a power of attorney, he has the assurance of responsibility on the part of the principals.

Many Japanese companies, especially the smaller ones, prefer to with a foreign company which has a permanent position in Japan. For this reason it is highly preferable for an American company desiring to do business in Japan to establish a Japa-

nese branch.

Registration as a branch of a foreign corporation, except in banking and in insurance, is comparatively simple in Japan. Among the documents required for such registration are a certified copy of the certificate of incorporation at home, a resolution of the board of directors authorizing the establishment of a branch in Japan, and a power of attorney conferring powers on the representative of the company and authorizing him to register a in Japan. branch All papers must be authenticated by a

Japanese consul.

The power of attorney should be in English; the form is unimportant, as long as it clearly defines the scope of authority conferred. In case of corporations, care must be taken that the person executing the power of attorney be properly authorized to do so by the company by-laws or a proper resolution of the board of directors.

After registration, a branch of a foreign company may carry on business in Japan on the same terms and under the same conditions as a Japanese corporation except for a few operations that are restricted to Japanese sub-

iects.

As regards taxation, the branch office of a foreign company stands on a footing of equality with any Japanese company. The amount levied is based on the business done in Japan and the profits earned there.

The Share That Taxes Claim The Share I hat I axes Claim The American people paid taxes aggregating \$7,433,091,000 in the 1921-1922 fiscal year of the United States Government. The Federal tax collected during this period was \$3,204,133,000, according to the Census Bureau. Of this amount, \$1,691,090,000 was income and profits tax; \$935,699,000, other internal revenue; \$562,189,000, custom duties; Federal Reserve franchise taxes, \$4,304,000. Federal taxes total nearly five times the amount for 1911-1912.

\$10,851,000, and national bank taxes, \$4,304,000. Federal taxes total nearly five times the amount for 1911-1912.

The States collected \$867,468,000, a 183 per cent increase; counties, \$742,-331,000, a 141 per cent increase; incorporated places as cities, \$1,627,-339,000, an 80 per cent increase, and townships, school districts, etc., \$991,-820,000. The Federal tax was \$29.47 per capita; taxes by minor civil divisions, \$38.90 per capita. According to the National Conference Board, in this period, about 14.3 cents were taken out of each dollar of a national income of \$59,300,000,000.

"Radiator" Appoints Eastern Manager

The Radiator, Oakland, Cal., automobile trade monthly, has appointed William A. Wilson, New York, as its Eastern advertising manager.

## 59,976 Lines

#### OF AUTOMOBILE ADVERTISING

Were used in The Enquirer's annual show number of thirty-six pages on February 10th.

Every automobile dealer in Cincinnati uses The Enquirer with the result that The Enquirer, year after year, carries more passenger car advertising than all the other Cincinnati papers combined and

more than twice as much as the next leading paper.

J.A.KLEIN SO E. 42 NO ST. NEW YORK

1. A. KLEÍN 76 W. MONROE ST. CHICAGO

R.J. BIDWELL CO.

Why? Because The Enquirer has a Sunday coverage of 104,000 out of 106,000 homes in Greater Cincinnati.

CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

# An Import

	Per Cent of Industry	Per Cent North	Per Cent South
Cotton	42	23.00	19.00
Knit		12.38	1.62
Silk		12.7	0.3
Wool	26	25.7	0.3
Dye, Finish, etc		4.5	0.5

Those industrial advertisers who find it helpful to *chart* their markets should be interested in the above table.

The figures indicate not only the relative importance of the different branches of the textile industry but also their geographical distribution.

It will be noticed that, of the entire textile industry, 78.28% is located in the North and 21.72% in the South.

\*These figures are based on the last census and were obtained by striking an average between the three factors, viz: Capital invested—Value of products—Value added to raw material by manufacture.

# tant Table

It is significant that almost the exact same proportion holds in the case of TEXTILE WORLD'S subscriptions. The figures are 79.77% in the North and 20.23% in the South.

TEXTILE WORLD is the only publication that reaches all branches of the textile industry in all sections. The readers of TEXTILE WORLD are comprised of the men who control 90% of the industry's purchasing power.

Information about the marketability of any industrial product in the textile industry will be gladly furnished on request.

# Textile World

Audit Bureau of Circulations Associated Business Papers, Inc.

334 Fourth Ave., New York

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## A New Home for The Free Press

Fronting on Lafayette Boulevard, Detroit, and occupying an entire city block, a new home for The Detroit Free Press and a world peer in news plants will be erected immediately.

In just 12 years this newspaper has completely outgrown a new structure that was provided in January, 1912—one that at that time was considered to be adequate for years to come.

In 1911, the average daily circulation of The Free Press was 66,162—the average Sunday distribution 77,159. The average for 1923 showed a daily figure totaling 161,242, and a Sunday circulation totaling 214,042. Sunday, February 17th, The Sunday Free Press circulation topped the 246,000 mark, indicating the steady trend of progress.

Advertisers desiring to make progress in Detroit can assure that by stepping along hand in hand with the remarkable progress of Detroit's only morning newspaper.

## The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

0/0/0/0/

New York Chicago Detroit San Francisco

#### Credit and Sales and Advertising Closely Related

ANDERSON MOTOR COMPANY ROCK HILL S. C.

Editor of PRINTERS' INK:
As a subscriber I would thank you to
let me know if there is a publication

let me know it there is a publication for Credit Men which corresponds to PRINTERS' INK for Advertising Men. If so, I would appreciate the name and address of publisher. I would also like to know the names and addresses of other magazines dealing with credit problems.

ANDERSON MOTOR COMPANY, H. B. FULLER.

WE have mailed the Anderson VV Motor Company the information that it requested.

We also told it that PRINTERS' INK and Printers' Ink Monthly would qualify under his classification of other publications "dealing with credit problems." It is astonishing, even to ourselves, the number of credit articles we have published. There is appended a bibliography of sixty-five such articles that have appeared in our

pages during the last three years.
And why not? "Co-ordination" And why not? is today the most significant word in the business world. What a manufacturer wants is not good advertising or sales managers or production men or credit men or financial men but good business The sales and advertising department and the credit department are not isolated and unre-lated activities of a business. They are but parts of the business as a whole—essential parts to be sure, but parts nevertheless. These parts cannot function properly unless they are smoothly co-ordinating under the guidance of the general management.

The old-time credit manager was a solitary worker. He barricaded himself behind his Dun's and Bradstreet's and report files and tossed his edicts over the breastworks, caring not where they landed or whom they hit. As a result he sometimes did more harm than good. He minimized much of the good work of the sales department. He lost accounts that it took much selling

effort to get. He antagonized old business friends and cut off new friendships just as they were forming.

But the present-day credit manager does not work that way. He would not hold his job very long if he did. Even a cursory glance at the titles on the appended list will show how closely related are current credit problems to current sales and advertising problems. The two departments must work hand in hand, or the interests of the business as a whole will need-lessly suffer.—[Ed. PRINTERS' INK.

Printers' Ink Monthly
Weeding Out Poor Mail-Order Risks;
August, 1923; page 104.
How Far Can Firms Selling by Mail
Go in Extending Credit; August, 1923; page 68.

Collection Letters That Have Held Customers; December, 1922; page 68, Expanding Credit to Increase Sales; (When the sales department co-operates with the credit manager); November,

with the credit manager); November, 1922; page 72.

How Prompt Collections Aid Sales; September, 1922; page 21.

Collection Letters That Make Sales for Tomorrow; May, 1922; page 50.

Salesmen and Credits. (What cooperation between credit man and sales force means in sales); May, 1922; page 18.

When the Credit Man Censors the Mailing List; April, 1921; page 13. Instalment Selling by Mail; January,

Instalment Selling by Mail; January, 1921; page 45. When Character Multiplies the Buy-er's Capital. (Actual money not as im-portant as honesty and ability where credit is concerned); August, 1920; page 42

PRINTERS' INK
Helping the Retailer with His Collection Letters; January 10, 1924; page

44. Turning Turning "Spongers" into Regular Customers. (The Associated Retail Credit Men of Atlanta, Ga.); November 29, 1923; page 145.
Winning Back Customers Lost by the

Credit Department; November 8, 1923;

page 3. Changing the Buyers of a Community from Slow to Prompt Payers. (The Retail Credit Men's Association of Houston); October 25, 1923; page 125. How the Agricultural Credits Act Affects Advertisers; October 11, 1923; page 17.

Affects Advertisers; October 11, 1923; page 17.
Sifting Out Credit Misinformation; October 4, 1923; page 17.
Reducing Credit Risks in Selling Merchandise by Mail; September 20, 1923; page 17.
The Intelligent Use of Bank Credit; September 13, 1923; page 69.
The General Manager Answers Retailers Who Object to Company's Collection Methods; September 6, 1923; page 100.

page 100.
When Hunting for Discounting Pur-

chaser Means Lost Business. (What happened when credit manager's, "hard-boiled" instructions were followed liter-

ally); August 9, 1923; page 49.
Granting Credit in an Expanding
Market; June 28, 1923; page 17.
Walk-Over Shoe Combines Sales and
Credit Departments; June 21, 1923; page

What the Credit Man Does to and for Sales; May 10, 1923; page 25. Out-of-Date Credit Information: What

Out-of-Date Credit Information: What It Is Costing Manufacturers in Sales; May 3, 1923; page 3, Banker's Anti Mail-Order Views Altered by Advertising. (How Gordon Van Tine Co. provides local financing for Ready-Cut home purchases); March

for Ready-Cut home purchases); March 22, 1923; page 53.
When Diplomatic Letters Fall Down; February 22, 1923; page 93.
A Collection Idea That Brought Results; February 15, 1923; page 56.
The Collection Letter That Gets the Money; January 4, 1923; page 57.
Building Sales by Credit Co-operation; December 21, 1922; page 3.
Enrolling the Selling Force in Credit Collection Work; November 16, 1922; page 89. page 89.

Getting Back the Lost Account; ctober 5, 1922; page 17. How the Manufacturer Can Help the October

Retailer Out of the Jungle. (Some credit men encourage bankruptcy—how (Some they ought to help the retailer); September 21, 1922; page 117.
Why Retail Merchants Get into Financial Trouble. (How the credit

Financial Trouble. (How the credit manager can aid the retailer); Septem-ber 21, 1922; page 3. The Receiver Finds the Main Diffi-culty. (The Receiver expounds his views on handling credit work); August 17, 1922; page 109. Hard to Resist This Collection Letter; August 1, 1922; page 140

August 3, 1922; page 149.
Getting the Right Tone for the Collection Letter; June 29, 1922; page 125.
Collection Methods Which Bring Bring Profits; May 18, 1922; page 77. Collection Letter Brings 95 Per Cent

Collection Letter Brings 95 Fer Cent Results; May 4, 1922; page 56. Collecting Association Dues by Mail; April 6, 1922; page 65. A Collection Letter Gets Forty Per Cent Returns; March 9, 1922; page 88. Sales Force Should Teach Credit Men; February 9, 1922; page 157. Branch House Collections

Branch House Collections from the Sales Angle; February 2, 1922; page 73. Banker Tells How Advertiser Can Get Credit Backing; December 1, 1921; page

77.
Dissolving Frozen Credits with a Cash Sale Plan for Manufacturer and Dealer; October 27, 1921; page 57.
When the Dealer Needs Protection from Himself. (Over-extension of credit

by manufacturers and jobbers frequently leads to business disaster); October 20,

leads to business disaster,,
1921; page 113.
Making the Salesman Credit Manager; August 11, 1921; page 81.
Manufacturer's Plan Increases Charge
Account Business More Than Ninefold;
July 28, 1921; page 101.
Advertising Methods of Customers
Advertising Methods of Customers

Advertising Methods of Customers Used as Basis of Credit Extension; April 21, 1921; page 161. Further Details of General Motors

Instalment Sales Plan; April 14, 1921;

page 153. Financing the Trade. (General Motors Acceptance Corp.); March 24, 1921; page 73.
Two Effective Collection Letters;

Two Effective Collection Letters; March 17, 1921; page 104. Methods of the Automobile Industry in Financing Instalment Sales; March

in Financing Instalment Sales; March 17, 1921; page 110.
Easy Credit Causes Retail Failures; February 17, 1921; page 25.
Credit Men's Recommendation on How to Reduce Cancellations, (List of States having laws against cancellation where order falls below associated.

States naving laws against cancellation where order falls below specified amount); February 3, 1921; page 133. The "Three C's" of Export Credit Granting; January 13, 1921; page 73. Where Advertising and High-Priced Dollars Won't Mix. (Traffic Motor Truck Corp's export experience reveal

Dollars Won't Mix. (Traine land) Truck Corp's export experiences reveal need of foreign credit extension and popular education); January 6, 1921; page 124.
Mysteries of "Double Entry" Are Laid

Mysteries of Boune Entry Are Laid Bare by Credit Men; December 2, 1920; page 154. Many Ways of Determining Foreign Credit Risks; November 4, 1920; page 61.

Credit Men to Curb Forgery; September 30, 1920; page 118.

Longer Credits for Home Builders Longer Sought by Advertising; August 5, 1920; page 19.

Can You Tell If a Customer Will Pay

His Bills? (A formula for sizing up credit risks); July 1, 1920; page 141. The "Human Interest" Angle the The "Human Interest" Angle the Credit Man Needs; June 17, 1920; page 162.

How Conservation of Credits Will Affect Advertising; May 27, 1920; page

How the Credit Manager Builds Business; May 20, 1920; page 77.
Do We Face a Change in Distributing Methods? (How our new credit system has affected distribution); May 13, 1920; page 81.

### E. J. Glade Joins L. S. Gillham

Agency Earl J. Glade, professor of business at the University of Utah, has joined the staff of the L. S. Gillham Advertising Company, Salt Lake City, as head of the company's direct advertising department. Mr. Glade is editor and publisher of the Inter-Mountain Retailers.

#### J. A. Leopold with Hagstrom Company

J. A. Leopold, formerly manager of art and engraving department of the art and engraving the Simmons-Boardman Publishing Company, New York, has joined the A. G. Hagstrom Company, New York.

#### Paint Account with Theodore E. Ash

The advertising account of Herr & Hock, Phoenixville, Pa., black paint, has been placed with the Theodore E. Ash Advertising Agency, Philadelphia.

high the largest voluntary news-stand sale in the work



#### "Glos" Has Vigilance Committee Approval

"Glos," chosen as the new generic term for artificial or fibre silk, has the approval of the National Vigilance Committee and its affiliated Better Business Bureaus. The committee has endeavored for some time past to have action taken against the misrepresentation caused by mis-description of artificial silk fabrics. The new name, which was selected by a representative committee and which was approved at the recent convention of the National Retail Dry Goods Association, also has the approval of the Artificial Silk Division of the Silk Association and other organizations concerned.

The Vigilance Committee recommends that the new name has abstituted for the convention of the silver of the committee of the convention of

The Vigilance Committee recommends that the new name be substituted for the terms "fibre silk," "artificial silk," "imitation silk," "arts silk," "vergatable silk," and all others in which the word silk, or a modification or a phonetic imitation thereof, is used to describe the artificial fabric. The purpose in coining a generic term was to divorce it entirely from silk in the sublic mind, since the material is in the public mind, since the material is

not silk.

not silk.

Such use of the word as "glos silk" or "glos mixture" defeats the purpose, the Vigilance Committee points out. "Silk and glos" would truthfully describe such a product, and similarly what has been called "fibre and cotton," becomes "glos and cotton."

#### Einar F. Meyer Dead

Einar Fischer Meyer died at his home at West Hempstead, N. Y., on February at West Hempstead, N. Y., on February 21 at the age of fifty years. Mr. Meyer conducted his own business, handling the color advertising of The Class Group of magazines, which includes Country Life, Arts & Decoration, Architecture, Garden Magazine, and House Beautiful. He was also general manager of National Newspapers, Inc., which was formed in 1922 as a selling organization for the National Newspaper Weekly, a Sunday magazine section which was to run in color in eighteen newspapers.

section which was to run in color in eighteen newspapers.

Mr. Meyer was formerly president of the Meyer-Brann Company, color advertising, and previously had been with Ruggles & Brainard, Inc., both of New York. He was with Everybody's Magazine, New York, for thirteen years and was advertising manager during the last six years of that period.

#### Frederick F. Ingram Account for Martin V. Kelley

The Frederick F. Ingram Company, Detroit manufacturing perfumer, has placed its advertising account for Milkweed cream and other toilet aids with the New York office of The Martin V. Kelley Company, advertising agency.

#### Has Tuxedo Tobacco Account

The American Tobacco Company, New York, has appointed Dorrance, Sullivan & Company to direct the ad-vertising of Tuxedo smoking tobacco.

#### Financial Advertisers' Association to Meet at London

The Financial Advertisers' Associa-tion at a recent meeting of its board of directors which was held at New York voted to hold its annual meeting at London, England, during the con-vention of the Associated Advertising Clubs of the World. The directors also agreed to support the London conven-

Gaylord S. Morse, of the State Bank of Chicago, president of the Financial Advertisers' Association, presided over the meeting, which was attended by more than twenty directors from various

sections of the country. He was intro-duced to the New York members of the association by Carroll Ragan, of the United States Mortgage & Trust Company, New York, first vice-president.

#### Sponsor Course in Industrial Publishing

A new class for a course in industrial publishing is to be conducted at New York under the auspices of a Joint Educational Committee of the New York Business Publishers Association, Inc., and The Associated Business Pur

New York Business Publishers Association, Inc., and The Associated Business Papers, Inc.
William Buxman, McGraw-Hill
Company, will be the director of the
class. The course will start about
March I, and will cover a period of
thirty weeks, divided into spring and
fall terms. Lecturers will include New
York business-paper men. Special
texts and problem material have been
prepared under the direction of a committee headed by H. M. Swetland,
president of the United Publishers
Corporation. Corporation.

#### Made Vice-President of Duplex Envelope Co.

Stevens Hughes has been elected vice-president of The Duplex Envelope Com-pany, Inc., Richmond, Va. He has been with the Duplex company since 1921, and for some time has been ad-vertising manager and director of service. Mr. Hughes succeeds Reynolds H. Rackett.

#### Death of G. A. Howell

George Alexander Howell, formerly engaged in the publishing and engraving business in Ontario, and lattely, president of Howell Warehouses, Ltd., Toronto, died recently. For more than ten years he was manager of Grip, Ltd., engravers, Toronto. Mr. Howell was sixty-three years old.

#### W. S. Clifford Joins Louis H. Frohman

William S. Clifford, formerly with the J. Walter Thompson Company, Inc., New York, has joined the copy staff of Louis H. Frohman, advertising agent of that city.

# Why Do We Publish House Organs?

By Thomas Dreier

If your business is a fly-by-night business, a house organ magazine is of no value to you.

But if you intend to build up a servicerendering institution, a Thomas Dreier house organ will be to you a business creator and maker of friends.

It is of no use talking about service in a publication sent out by a client who does not practice what the publication preaches.

Like the flag of a nation in battle, it is of value only when properly supported by troops.

A Thomas Dreier house organ is intended to serve you as a friend-making, interesting, more or less personal communication. It talks service which it is up to you to practice.

The client who uses it consistently and persistently, and is wideawake enough to follow it up with personal calls, will discover the magic of it, just as others have.

For further particulars, prices for the service, etc., write to

## Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300 Printing Crafts Building, New York

## The Four-round Fight for Your Catalog

## Too often lost in the fourth round



Here is the envelope that makes Round 4 easy to win. The Improved Columbian Clasp Envelope carries your catalog safely through. Remember—all your careful preparation may be wasted — in Round 4 you may go down for the count —if the envelope isn't strong enough to "finish the job." "finish the job.

When the letter carrier delivers your catalog to the person you addressed it to, how does it look? If the envelope has split and torn under the strain, the local post office will patch it up as well as posible. But you don't want that catalog to arrive looking like the unsuccessful contender for the heavyweight championship.



ROUND . ONE-

Words

A tough struggle—right from the bell—to get the right words. Con-crete, specific words — that really convey information. Words that induce customers to give up their hard-earned dollars. It takes all your science and experience-But-

win this round!



ROUND TWO-

**Pictures** 

Easy enough to get good pictures, if you have all the money in the world. But you haven't. Yet those pictures must be good looking, to charm dollars from snug pockets and tight pocketbooks. Use vigilance and care in this round—or the public's decision may go against you. You are on the alert every second— Andwin this round too!!

WHEN you are buying envelopes for your catalog—just think what happens to it after it leaves your office. If you dropped it from the roof of your building to the street below, you would probably give it no rougher treatment than it will receive before it reaches the person to whom you will address it.

#### The Post Office can't be as careful as you

Millions of pieces of mail pass through the post office. Among them your catalog is a passing in-Where millions must be sorted quickly, there is no time to handle your catalog as you would handle it.

It is sorted and bundled with other mail for the same state or city. The bundle flies from the mail-sorter's th ca al ric

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ROUND THREE-



#### Printing

You employ a good printer. You watch him like a hawk—see that he selects the right paper—and cover. Perhaps you hover around the presses and watch the sheets as they come off. Zing!! The bell!!! The catalogs are delivered. You breathe easier, knowing you won that round also!!!

> ROUND FOUR-



#### Envelopes

Three rounds past—one to go. Step carefully in this one. Here's where, so many times, the K. O. comes. Someone says, "Now get a 'good, cheap' envelope." Here — in this dangerous round, you're apt to throw up your guard. You've won those first three hard rounds. Now, with victory in sight—will you let a "good, cheap" envelope put you "good, cheap" env

table to the sack. Sometimes it falls short and wallops the rack en route. Later the sack rides in a heavy motor truck, under a dozen other sacks, each heavy and hard.

Every jolt of the truck bumps those sacks up and down, and your catalog may be at the very bottom. At the big terminals the sacks ride along belts, over bumpy steel rollers, drop down steep spiraled chutes, or ride up "bucket" elevators. Every time the sack is turned over, your catalog gets the "benefit"-unless it is protected by a tough, strong envelope.

#### What good is a catalog that doesn't arrive?

When you put hard work and hard cash into that catalog, you had in view - orders. If your catalog doesn't arrive-or, if it gets there so battered that it is immediately thrown away unread, those orders will never come.

Your catalogs cost you real money. Will you risk their loss and the loss of the business you planned they should bring—by saving a fraction of a cent on a "good, cheap envelope"?

#### This envelope delivers your catalog whole

The Improved Columbian Clasp Envelope, of tough Jute paper, stands the slamming and banging of the journey. The Improved Columbian Clasp, anchored at four points in the double thickness of the seam, doesn't pull out or release

#### Improved COLUMBIAN **CLASP ENVELOPES**

are made on marvelous machines. Exacting inspection maintains the high quality standard of these envelopes. The manufacturers, The United States Envelope Company, are the world's largest producers of envelopes. Eleven divisions cover the country. They are:

Worcester, Mass., Logan, Swift & Brigham Envelope Co. Rockville, Conn., White, Corbin & Co. Hartford, Conn., Plimpton Manufacturing Co. Springfield, Mass., Morgan Envelope Co. Waukegan, Ill., National Envelope Co. Springfield, Mass., P. F. Kellogg & Co. Worcester, Mass., Whitcomb Envelope Co. Worcester, Mass., Whitcomb Envelope Co. Worcester, Mass.

Worcester, Mass., W. H. Hill
Envelope Co.
Indianapolis, Ind., Central States
Envelope Co.
San Francisco, Cal., Pacific Coast

Envelope Co.
Philadelphia, Pa., Monarch Envelope
Co.

Send your inquiries to the division nearest you and you will be referred to a nearby distributor.

its hold under rough treatment. The reinforced flap doesn't tear under the strain.

If your catalog goes out in an Improved Columbian Clasp Envelope, you won't need to worry about its safe arrival in good shape. You can buy Improved Columbian Clasp Envelopes, in thirty-one useful sizes, from almost any paper merchant or stationer. If you don't find them easily, write the General Offices of the United States Envelope Co., Springfield, Mass., and you will be promptly put into touch with a nearby distributor.

#### Advertising Equalizes Company's Distribution

SECURITY BLANKET FASTENER CO.
NEW YORK, Feb. 9, 1924,
Editor of PRINTERS' INK:
Some time ago I read in one of your
publications the story of how the Nelson
Bead Company put their beads on the

I am anxious to get a copy of this article. Please send it to me and also your bill for same.

Security Blanket Fastener Co.,

S. L. UNGER.

THE article in regard to the methods of the Nelson Bead Company, appearing in PRINTERS' INK of July 12, 1923, page 123, gave an interesting picture of how the company lifted the bead business out of the rut of ancient methods and placed it on a higher merchandising plane.

It told how such tiny things as beads may be trade-marked and merchandised and sales increased by educating buyers to the selling possibilities of the product. This educational work was done by means of business-paper advertising, salesmen and personal letters

to inquirers. L. A. Green, sales manager of the company, told PRINTERS' INK recently that the results of the company's educational method of selling were greater than it had dared hope. Over 3,000 new acdared hope. Over 3,000 new ac-counts have been opened as the result of this work, hundreds being firms that never sold beads before, and a great many of them concerns which had carried on their bead business in a halfhearted way had become live accounts. Previously, fully 85 per cent of the company's business had been in New York City. Today, the outside territory and the

city are about equal in size. Most of the new business from outside of New York has come in by mail as a result of the business-paper advertising. No salesmen are employed in the South or Middle West and a great deal of new business comes from those sections. The company makes it a point to answer every inquiry with a special letter; that is, it does not use form letters but handles each case according to its

need. For example, an order arrived recently which left the filling entirely up to the com-pany's own judgment. This order read as follows: "Select for us assortment of the newest beads in suitable quantities for a town of 2,000. Also send hints for their uses and helps of any kind you may have." This order was answered by a two-page letter, telling exactly what the company had sent, and giving information in regard to pricing, arranging, how to use, etc.

The company's advertising shows how to sell beads; it discusses small inventories and big turnovers, profits, how to display, As a result of this uses, etc. As a result of this kind of work dealers who have not been in the habit of selling beads or who have sold them in a half-hearted way begin to look at beads through new eyes, begin to see that the product can be merchandised the same as anything else, that selling them is only a question of giving them a reasonable amount of careful attention .- [Ed. PRINTERS' INK.

#### Jordan Motor Earnings Increase

The Jordan Motor Car Company, Inc., Cleveland, O., reported earnings for 1923, after interest, taxes, depreciation, and advertising, of \$777.236. This compares with \$502,640 earned in 1922 and \$6,058 in 1921. Last year the company produced 8,860 cars. The production schedule for 1924 is placed at 10,000 cars.

#### J. H. Black Promoted by Milwaukee Papers

John H. Black, formerly advertising manager of the Milwaukee Sunday Telegram, has been appointed advertising director of that newspaper and of the Wisconsin News. Mr. Black at one time was the publisher of the Ford Car Trade Journal.

#### Wm. MacAvinche Joins Roberts & MacAvinche

William MacAvinche, a son of A. J. MacAvinche, has joined the staff of Roberts & MacAvinche, Chicago advertising agency.

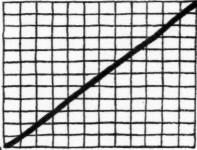
#### With Dorland Agency

Albert J. Slomanson has been ap-pointed manager of the rate department of the Dorland Agency, Inc., New York.



# Growth

now 140,000

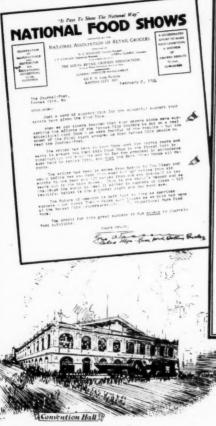


85,000

Jan 1923 \*They told their friends telling theirs \*\*They are telling theirs

> The NATIONS BUSINESS

> > Washington



109,455 People attended Kansas City's Annual Food Show at Convention Hall—a representative gathering of Kansas City's "home-makers"—men and women who live to build the health and happiness of their families—not the highbrows perhaps nor the limited few in the "millionaire" class—but the masses—the men and women who do the actual buying, men and women who prefer the advertised brands. These are the people who thronged the Food Show because they "read about it in the Journal-Post."

"It Pays To Show & National

## NATIONAL FOOD

CO-OPERATION
OF
MANUFACTURER
AND
DISTRIBUTOR
FOR
EDUCATIONAL
ADVERTISING
TO THE
CONSUMER

NATIONAL ASSOCIATIONS RETAIL

I P LANGAN OPENSH NAME L STEPP CO.

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TO GIVE WHO TRANSPORT OF REAL
THE LOCAL RETAIL GNERS ASSOCIA
TO GRAPH THE CONTROL OF REAL
THE LOCAL GNERS ASSOCIATED
THE LOCA

The Ranses City Journal-Post France City Missouri

Cent lemen

The attendance to the http://ood Sho Hell, ending Pebruary 2nd, we digmater the held in Convention Hell. The captur offic proportionately the largest.

This, the greatest of all reshow and plished alone by Journal-Fost matrix,

The bonness City Star refuses its coop to the bublic's attention till extinnel Po ell local and national foot semantare so

I have below memore every or show in lest twenty-two years. This sea small to of your pepers, far surpasses it terest.

I have never seen quite al sustitue a paper cooperation as describing to Journ

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THE KASAS

EDWIN O. SYMAN General Business Manager J. Mosa R Advertising for ESSORT TO MAKE FOOD EXHIBITIONS

A BUSINESS

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To Show & National Way"

SOCIATION OF RETAIL GROCERS

C SALSIGES and Manager
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1-Post

KANSAS CIL NO Adding. Fahrunry L. 192L

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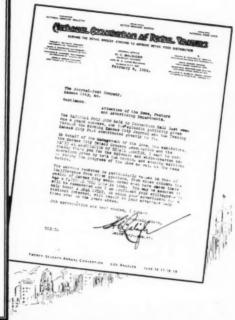
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opened to unal-Post featured news items of to the sinistow. After the Show opened once was daisily to Pood Show news and a boots

t attendes gratly exceeded the expecta-meistic small increased until a total of hterested time I have ever seen in a Food

J. Moss

Adverti



esults That C

ertising comes of the Journal and Post were used exclusively in Kansas City about case City's Annual Food Show—and the crowds that responded by the play power of the Journal-Post. Never before in the history of Shows so many people attend—and cash and box office receipts were large

 $F_{000}$  s the Baby Show, in which 522 babies from 6 months to  $1\frac{1}{2}$  years and 917 ears we wised, showed convincingly the popularity of the Journal-Post in the home.

rs reprod tell the story of what the Journal-Post accomplished in ty during Food Show—a story of reader interest and appreciation reliefs raths as purchasing power!

## KASAS CITY JOURNAL-POST

WALTER S. DICKEY Owner and Editor

National Representatives: VERREE & CONKLIN New York Chicago Detroit San Francisco



The strength of an organization lies in its units and their ability to produce.

The League papers are not so much interested in the results they get for themselves as they are for the results they get for their advertisers. Hence we find the League papers giving 100 per cent. merchandising service and publishing a "Trade Bulletin" as a part of their regular papers.

The purpose of the League Bulletin is to bring about closer relations between buyer and seller and a clearer understanding of marketing conditions.

The Dayton Daily News won the distinction of being placed on the 1923 National Honor Roll and the principals and methods employed which have given the Dayton News Honor—Leadership and Distinction—characterize the Ohio League papers. H

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## How Clymer Switched Its Distributing and Advertising Plans

A Drastic Revision of Selling Policies Puts New Energy into a Lagging Business

RETAIL selling boundaries are so faintly defined these days, and the lines of demarcation shift so rapidly that unless manufacturers' distributive plans are switched in accordance with these changes there is likely to be an unaccountable slump. Moreover, this over-stepping of retail sales boundaries makes it increasingly difficult, when a business is getting started, to select the proper outlets. As a result, it occasionally happens that the incorrect retail outlet is, chosen and it then becomes necessary to make drastic revisions in sales policies.

This is the situation as it existed in the concern manufacturing the Clymer windshield spotlight. How the fault was corrected and what the results have been since the change was made should be suggestive to those manufacturers who feel that in this same direction lies the reason for

halting sales.

The Clymer windshield spotlight had been on the market several years when, in April, 1923, new interests acquired control. Manufacturing and marketing from Denver, the previous management had built up for the accessory a system of State distributors. Within each State, "state rights" had been sold to a single individual, company or firm.

company or firm.

The Clymer spotlight had established itself as a meritorious and wanted product. Sales were what might be termed "modest."

The new management, headed by A. A. Schneiderhahn, general manager, proceeded immediately to tear down the established sales structure. At once, all contracts with state distributors were cancelled, while the company began formation of an entirely new distribution system, founded on the regular automobile accessories jobber.

On some lists, the names of

1,400 such jobbers appear. The Clymer Mfg. Co., M. P. Gerton, sales manager, told PRINTERS' INK, selected some 550 of these with which to begin work. (This number in 1924 was reduced to about 340.) A national sales force was organized. The country was divided into eight districts, with headquarters respectively at San Francisco, Dallas, Omaha, Chicago, Cleveland, New York, Memphis and Denver. Number of automobile registrations and number of jobbers were two factors closely heeded in establishing the districts. The headquarters city in each case was what might be termed the "logical location."

The company stationed salesmen and junior salesmen, in all 22, in these territories.

#### ENTHUSIASM PREVAILED

How difficult, how risky, an enterprise had the Clymer company undertaken in changing, overnight, the system of distribution for its product? correct answer lies in the trade analysis on which the change was based, and the program which was drafted to carry it to success. The Clymer company was convinced that the "states rights" plan would not give a fraction of the sales outlet that the regular auto accessories jobbing channels would. In killing the inadequate system, and substituting the proper one, it heeded the well-known proverb to the effect that the secret of grasping a thistle with least hurt is to grasp it with firmness and enthusiasm. The Clymer company changed to the new system in a whole-hearted manner.

Inasmuch as striking success attended the move—the new system was on a profit-making basis within a very few months, despite great sales expenditure, with monthly sales which dwarfed all previous records—there is a real

lesson for manufacturers who are using an inefficient marketing system. Making a change in distribution, an ambitious program, proportionate to the opportunity, should be mapped out. The proverb concerning the thistle never applied more patly.

The Clymer company began advertising to reach consumer, dealer and jobber. The Clymer spotlight never before had been nationally advertised. In addition to magazine space, newspapers, automobile trade magazines, direct mail, were brought in.

#### HELP FOR THE DEALERS

Dealers were furnished helps—window placards; a spotlight display fixture, the spotlight mounted through a section of glass; electros for newspaper advertising. Direct advertising material was sent to dealer-supplied lists.

Jobbers were supplied with catalogue inserts. Direct work was undertaken to reach jobbers' salesmen. Junior salesmen of the Clymer company began missionary work with dealers, turning orders obtained over to jobbers. The number of jobbers handling the accessory was built up to 340

accessory was built up to 340.

One of the initial advertising problems attacked was any possible hesitancy by the dealer of using the window display fixture because of installation. To the layman, installing a fixture through glass seems a ticklish piece of work. It is not, in the case of the Clymer Windshield Spotlight, because the company supplies a portable cutter which does the work in brief time.

When the company began the new program last spring, it held a unique drilling contest which has been used extensively in advertising to the dealer. With the State auditor of Colorado along as an independent observer, a party picked up a half dozen boys ten to thirteen years of age, on the streets of Denver. These boys, with the briefest of instructions, drilled holes in a windshield. A prize of five dollars was offered to the boy who should cut the hole in the shortest time.

Edgar Goff, a thirteen-year-old colored boy, drilled his hole in one minute two seconds. He won the prize. The longest time was two minutes and twenty seconds.

The gang of boys about the contest car were photographed, also the drilled holes close up. These with a letter signed by Arthur M. Strong, State auditor, were used repeatedly by the Clymer company in advertising to dealers, both direct-mail and publication advertising. The pictures and details of the contest sold as quickly as could be sold the idea that installation of a Clymer Windshield Spotlight was a trifling task.

A "Free \$10 Portable Glass Cutter" offer was also featured from the start—still is, in reaching dealers not yet stocking the product. With a purchasing order for eight Clymer Spotlights, the company will loan a portable cutter free, to be retained by the dealer just as long as he pushes the product. For the dealer who wishes to purchase the cutter outright, the company offers it at \$5.25 when bought with three spotlights or five spotlights. The choice of propositions has been offered dealers continuously.

A mailing to dealers which pulled a very high percentage of inquiries went to Buick dealers only and was made up principally of two Buick letters to the Clymer company, which were reproduced in facsimile. A piece which accompanied them suggested profit possibilities in Clymer Spotlights sold with new cars, and included a return card.

The company's advertising has been a selling argument used persistently, and effectively, in efforts both with jobbers and dealers. A successful mailing to dealers has been a large reproduction of a full-page advertisement, used as a broadside. This broadside gives the dealer a very graphic idea of the company's consumer advertising, and puts in his hands a reproduced advertisement for window use.

A big Christmas sales campaign



#### THE STANDARD CORPORATION

CHICAGO NEW YORK PARIS

Announces

## Modes & Manners

The new, modern fashion magazine produced in cooperation with a selected group of leading department stores.

250,000

#### CERTIFIED CIRCULATION

Mailed to the preferred customers of these stores in

BOSTON TOLEDO
PHILADELPHIA CINCINNATI
PITTSBURGH ST. LOUIS
LOS ANGELES SAN FRANCISCO

The startling fact about this circulation isn't that it is a new world's record for an initial number of a magazine of this character—but that this circulation is made up of men and women of known purchasing power, known to habitually buy from a known distributor.

PATRICK F. BUCKLEY, Advertising Manager 208 SOUTH La SALLE STREET, CHICAGO, ILLINOIS

ROBERT R. JOHNSTON, Eastern Advertising Manager
681 FIFTH AVENUE, NEW YORK, NEW YORK

were mailed.

proved exceptionally successful. A Christmas jacket was provided for the regular spotlight carton, and an installation coupon packed with all Clymers for expected Christmas sale. Special Christmas window strips and posters, envelope stuffers, suggested window trims, electros, etc., were supplied dealers. Dealers were asked to supply lists of 200 names of automobile owners, the Clymer company sending to these names a special Christmas advertising card: 500.000 of these cards

Special Christmas copy was used in magazine space and in a number of metropolitan dailies, page advertisements were inserted on December 16, supplemented by eight 100-line advertisements. These page advertisements listed names of dealers.

Beginning October 15, every dealer in the territories selected for the intensive Christmas campaign received advertising matter an average of every ten days.

A \$3,000 Christmas Gift contest for jobbers' salesmen was a part of the campaign. The nominees were wives, relatives and sweethearts—each salesman was privileged to enter one, to whom credit for his sales went. Handling this contest, the Clymer company used letters to nominees as well as salesmen. The contest "went over."

Clymer consumer copy, only a phase of the new distribution methods but an indispensable phase, has pictured the product in an atmosphere of refinement. Convenience, utility, and beauty have been emphasized. "Through the windshield where the spotlight belongs," is a slogan featured prominently in all messages. The price is stated, thirteen dollars, and a section of the advertisement used to invite inquiries from jobbers and dealers. Copy is brief, and to the point.

The increase in sales which has attended the merchandising efforts herein sketched could well be called "wonderful." The Clymer company grabbed the "thistle" firmly; killed an inadequate dis-

tributive system, and started the building of a new one, overnight; threw heavy promotional pressure behind the new program, confident it would make good. In a few months—one might almost say weeks—the new distribution policies were successfully established.

#### Are Your Salesmen Skimming Their Territories?

"I'we called you in to have a talk about your territory

talk about your territory.

"I notice that most of your dealers are confined to the larger towns. Yet just as many people are served in the aggregate by those neglected smaller places, and our advertising in the farm papers is reaching them in a proportionately larger degree than it reaches the folks in and around the larger centres.

"The chances are that our competitors have been following the same course as we have—skimming the territory—fighting us for the larger accounts and letting the small accounts take care of themselves.

"I want you, therefore, to start in after this small-town business which, having been under-worked in the past, no doubt will be easier pickings for you. This will compensate you for the extra trouble.

"And remember that our advertising has been cultivating this ground right along—it's fully prepared for our seed.

"We've all made the mistake of thinking that by skimming territories we have secured the cream.

"As a boy on the farm, my dad always insisted, when I milked the cows, that I get the 'strippings'—the last drop in other words.

"He said to me, 'The cream is in the strippings,' which is true.

"So let us adopt the same plan henceforth. Let us get the 'strippings' out of your territory. I'm convinced we'll find the 'cream' is really in these 'strippings' instead of where we thought it was."— "Meredith's Merchandising Advertising." SIMILARLY clean in circulation, as it is in news and advertising, the Arizona Republican maintains a policy of selling its paper to readers on exclusively the merit of the newspaper. No premium, either free or at an additional charge, no insurance policies, no clubbing offers with other publications, no subscribers' contests, no salesmanship clubs, nor any other extraneous circulation forcers are used at any time by The Republican. People subscribe to The Republican exclusively because of the merit of the newspaper.

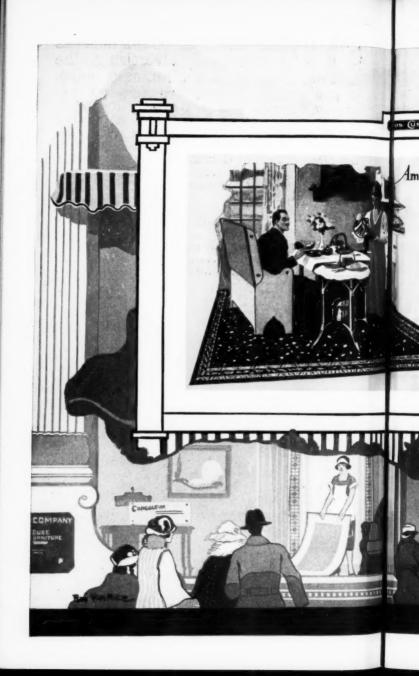
To have built the dominant newspaper in its field, to lead in circulation so tremendously, exclusively on merit, offers to advertisers a solid proof of the standing of The Republican, and an understanding of its ability to produce extraordinary results for their advertising.



#### The Arizona Republican - Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

NEW YORK—Williams, Lawrence & Cresmer, 225 Fifth Ave. CHICAGO—Williams, Lawrence & Cresmer, 360 N. Michigan Ave. SAN FRANCISCO—M. C. Mogensen & Co., 564 Market St. LOS ANGELES—M. C. Mogensen & Co., Title Insurance Bldg. SEATTLE, Wash.—M. C. Mogensen & Co., Securities Bldg.



s (usack 6.

America's Most Popular Floor Covering

# Gold Seal ONGOLEUM ART-RUGS

At All Dealers

— Look for
the Gold Seal



#### OUTDOOR ADVERTISING

moves the rugs from the Dealers Store to the Customers floor

Thos. Wsack 6.

CHICAGO

NEW YORK

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## GOOD-WILL

Built upon Continuous UNEXCELLED SERVICE



## ARTS & DECORATION

Judd Magazines, Inc. 50 West Forty-Seventh Street New York City NY

OFFICE OF THE PRESIDE

January 23, 1924

Mr. Nathan Goldmann, Isaac Goldmann Company, New York, N. Y.

Dear Mr. Goldmann

In announcing my resignation as President and Treasurer and Director of the Judd Bagasines, Inc., I wish to appress my regret that - owing to direcustances which neither of us could control - the printing of Arts and Decoration hereafter will not be in your capable heads.

You and I have been doing business together for almost fifteen years, and it is a great pleasure to place on record my appreciation of your mufsiling kindness and courtesy; also to testify to the exceptionally uniform excellence of the work you turn out.

Everyone connected with Arts and Decoration willingly simits that they cannot hope to get better results for this high class periodical in any other printing shop.

Adam Dogwall

D/T

#### "UNIFORMLY EXCELLENT"

Not excellent merely on certain classes of work or special occasions — but excellent always—whatever the work, whatever its requirements, whatever the occasion.

#### ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Gighteen Seventy Six

TELEPHONE FRANKLIN 4520

#### F. O. B. Auction Sales of California Fruit

System Combines Two Approved Methods, to Advantage of California Shippers and Eastern Buyers—Proceeds from a Car of Fruit Reach Shipper Three Days after Car Starts to Market

#### By John T. Bartlett

A SYSTEM of carlot selling of California fruits, first launched on June 4, sold during June upwards of 700 cars of cantaloupes, and continued on into the summer with heavy sales of pears, peaches, apricots, etc. Produce trade advertising, liberally used, together with direct-mail advertising to carlot shippers, has developed patronage to date.

The system, briefly, takes two proved fruit selling methods-the auction and the f. o. b. sale-and combines them. Adherents of auction selling have always claimed it to be a nearly ideal system of selling to get actual value. F. o. b. selling has been a growing produce trade practice of late years. Its obvious benefits to the seller are that he knows when he sells just what he is going to get, as of his He does not shipping point. gamble on what the market may be a few days later at some point perhaps a couple of thousand miles removed from his farm. He gets his money immediatelysomething else that appeals.

F. o. b. selling has increased much since Federal inspection was introduced. Federal inspection enabled the distant buyer to buy with far less risk in respect to the quality of the car. Now comes along the National

Now comes along the National Auction Co., Inc., with an Eastern auction based on f. o. b. California shipping point sales. The auction is held daily at Pittsburgh, Pa., at 3 P. M., except Saturday, when it is held at 11:30 A. M. Bidders, who come from many scattered points in the Middle West and East, bid not on the basis of actual samples, but on the basis of

a State Government inspector's report, of a car now rolling Eastward.

Antedating the auction, the following has occurred. While the California shipper, say, of apricots, was loading a car, he called in State Government inspectors, who made note of variety, grade, condition, etc. Next. the shipper forwarded the inspectors' report, together with manifest and bill of lading, to the California office of the National Fruit Auction Co., Inc. The latter office wired all the information connected with the shipment to the Pittsburgh salesrooms. There it was catalogued and the car offered on an f. o. b. basis at auction.

Immediately following the sale, the auction company wired returns to the shipper. A commission of 5 per cent was deducted from f. o. b. price. The proceeds reached the shipper not later than three days after the car started to roll.

In advertising reaching shipping interests, the auction company has emphasized the fact that the new system gets for carlot offerings the competitive bid of the country and that the system tends to stabilize markets and the shipper gets quick cash returns. It is also emphasized that the system relieves the shipper from responsibility after shipment of car for delay, bad condition, freight

charges, etc.

The f. o. b. auction was established largely through the instrumentality of a big California vineyard owner. This man, who had had twenty years of experience as an operator in the East, managed a 1,000-acre vineyard. The 1922 season was a disastrous one in the grape industry, and the vineyard owner believed much of the cause was to be found in the distribution system. The f. o. b. auction system is an outgrowth of his determination to find a better system.

#### Heads Norristown, Pa., "Times-Herald"

Frederick S. Fox has been elected president and editor of the Norristown, Pa., Times-Herald.

## Pittsburg Water Heater Combines Humorous and Historical Copy

Mixes Information with Human Interest in a Direct-by-Mail Campaign to Architects

#### By Roger Davis

THE architect is a busy man. Many manufacturers put him in the hard-to-reach class. His position is extremely important, of course. Any small group of a few thousand men which has an important influence on the expenditure of more than \$3,300,000,000 in one year of building construction is surely worth while and all sorts of methods are being used to interest this group.

The architect reads advertising to keep abreast of the times. He is an artist, but a practical artist, and he must have a good business head; he must be a good buyer, a good salesman and do an immense amount of buying and selling and planning in the same amount of time that most men use for one

of the three.

I asked an architect recently whether any particular form of advertising attracted him more

than others.

"There seems to be a feeling that we architects are on a different plane from ordinary peo-ple," he said. "We are not. We profit greatly from the advertis-ing of manufacturers of building materials and house furnishings. They are acquainting people with the facts of their products and saving us a whole lot of time. We also receive a great deal of advertising material direct from manufacturers and we read that which is interesting and has information, just as any other class of people. But what seems to be overlooked many times is that we are Bill Thompson first and an architect second. We do appreciate letters, mailing pieces and advertisements which talk our own language and give us some sort of useful information. Here is one of a series which combines humor, interest and information in a way that made a hit with me."

And then he showed me an unusual piece of direct-by-mail advertising issued by the Pittsburg Water Heater Company in its campaign to architects.

"I have kept the whole series," he said, "and I have looked up the company's catalogue in one of the big architect directories as is sug-

gested."

He referred to the reproduction of an open directory and an invitation to "see our catalogue" which the company places at the bottom of each piece of directmail material. It is the only strictly business fact on the folder, for the main body of it is an interesting and humorous description of some of the famous baths of his-

The Pittsburg Water Heater Company when it wanted to reach architects with its message about heaters, faced a definite problem. It was realized that architects receive a vast quantity of advertising; were constantly being called on by salesmen and that the ordinary cut and dried descriptive matter would probably not receive attention.

#### THE MATTER OF GETTING ATTENTION

A series on famous baths, combined with a reproduction of some famous bit of architecture on an opposite page, seemed to meet the problem of arousing the architect's interest and giving him at the same time something directly in his own line of business which would also be of interest to him.

This series, starting back in the days of Pliny the Younger, comes down to the comparatively modern days of Charlotte Corday. The famous baths include such memorable ones as that of Saint Dunstan and his tub, the one in which Sir Tristram was discovered by Isolde to be the man who had killed her

brother, the bath of Ulysses and his scarred shinbone, and the time that Actæon was transformed in-to a stag because he stumbled upon the private bathing pool of the Goddess Diana,

At the end of this last description the tie-up with the Pittsburg heater is covered in this way:

"Woodland pools make picturesque bathing places, but the water supply and its temperature are seldom acceptably regulated.

"The Pittsburg Water Heater is master of the bathing facilities in modern homes."

The copy treatment in all of these direct-by-mail pieces is most Take the one in which unusual. Charlotte Corday made his bath the last earthly act of the bloody It is described in this way:

Take a few minutes off and slip away for a visit to Paris. Not the sombre city of today, but the gay Paris of the Revolution when the streets ran a cheer-ful crimaon and the merry music of the guillotine echoed rhythmically through the quiet suburbs

That was the Paris of Marat and the gentle Charlotte Corday. You remember their strenuous little romance. It all happened up in Marat's room.

Their little affair reached a climatic posterior of the property and Maratic one of the property and Maratics one of the property and t

all happened up in Marat's room.
Their little affair reached a climax late one afternoon, however, and Marat never quite recovered from it.
Lottie decided that things had gone far enough. She went to a shop where she bought a long keen blade. With this concealed in her bosom and with her Normandy cap coyishly tilted on one side, she took the nearest cut to Marat's lodgings in the Rue St. Honore.
Lottie knocked the knocker, But according to the landlady. "the Colonel"

Lottie knocked the knocker. But according to the landlady, "the Colonel" was in his bath and couldn't be disturbed. Lottie insisted, however, and Monsieur said with a shrug, "Oh, well—if she insists..."

There he sat in decollete and his tub. The tub was a kind of landaulet affair in the style of the day. On the hood of it were paper and writing materials.

Marat gleefully asked Lottie for the names of certain friends of hers, the Caen deputies. He gave them a double cross on his list and remarked casually that they would lose their heads.

But Lottie's sympathies with Marat, you may remember, were not even skin deep. She bit her lip. She must act! and quickly!

and quickly!

and quickly!

The hour struck—so did Lottie. The keen knife quivered as its point reached that terrible heart! No longer would he ruthlessly kill all who opposed him. But it was also the end of poor Lottie. She was tried, condemned and committed to the guillotine. Thus ended that

to the guillotine. snappy little romance!

The tie-up follows closely:

"The privacy, safety and comfort of the modern bathroom is assured by the automatic service of the Pittsburg Water Heater. Making the bath ready necessitates only a turn of the hot water

On the opposite page of this folder is the detail of a Louis XV balcony, together with an architectural description of it.

The folder describing Susanna and the Elders has on its opposite page a fragment of a bas-relief in alabaster discovered in the ruins of Babylon. Below it is a reconstruction of a typical Chaldean palace showing, as the copy says, "the predominance of lateral masses in the physiognomy of Assyrian and Chaldean architecture."

In every one of the pieces there is a nice balance between the breezy and racy style of the matter designed to appeal to the architect's sense of humor and the more subdued and technical language used to describe fragments and details from ancient temples Some good selling and palaces. arguments, convincing the architect of the convenience of a hot water heater, are found in the folin which Pliny the lowing Younger is used as a copy writer by the Pittsburgh manufacturing concern.

Writing his friends from his estate overlooking the Tyrrhenian Sea, 90 Ann. Domini, Gaius Plinius Caecilius Secundus, called for short Pliny the Younger, was pretty well satisfied with his living quarters.

The Romans always gave especial care to their baths, and every Roman villa of any pretensions was well equipped in

this essential.

In a letter to his friend Gallus, Pliny gives a description and detailed specifications of his bathing arrangements.

". . From thence you enter into a wide and spacious cooling-room belonging to the bath, from the opposite walls of which two curved basins are

walls of which two curved basins are thrown out, so to speak, which are more than large enough if you consider that the sea is close at hand,
"Adjacent to this is the anointing-room, then the sweating-room, and beyond that the bath-heating room.
Adjoining are two other little bathrooms, elevantly rather than amontunity fitted elegantly rather than sumptuously fitted

"Annexed to them is a warm bath of wonderful construction, in which one can swim and take a view of the sea at the same time."

And yet with all this beauty of appointment a certain essential conve-nience was lacking. In another letter

Pliny refers to it:
"Amongst the pleasures of this situation there is one drawback, that is, the

want of running water,

want of running water."

Just consider how trying it must have been for a Roman aristocrat like Pliny to wait for days while a flock of slaves lugged water enough from near-by brooks and wells to fill one of his pools. In one of his letters he sighs with relief that there were public baths in a town close by to which he sent those guests whose visits were not lengthy enough to include the time required to heat water for them. A bath in those days had to be scheduled ahead on the calendar. calendar.

The ever-present tie-up in this case is as follows:

"The baths of ancient Rome were famous and enormous, but complicated to cleanse and fill.

"The American home of today is equipped with a porcelain bath whose size is ample and whose service is always immediately available.

"The bath or shower is served with water, instantly at the turn of a faucet, in the homes where the Pittsburg Water Heater's conscientious service is appreciated."

On the opposite page to this appears a reproduction of the Tepidarium of the Baths of the Forum at Pompeii and beneath it this description:

"The few remains of the ancient public baths at home are deficient in architectural detail, but at Pompeii there are several examples more or less completely

preserved.

"The vault of the Tepidarium at Naples is richly decorated in stucco and a series of niches sunk in the wall around the room, the piers between being decorated with figures of miniature Atlantes, two feet high. These niches served the practical purpose of 'checking' the bather's clothes while in the water."

It will be noticed by a reading of the examples quoted that the incidents described are true as to historic detail. It was the Caen whose Marat deputies names wrote on his writing tablet for future consideration. It was on the Rue St. Honore, and not upon some other street, where Jean

Paul Marat was stabbed by Charlotte Corday on July 13, 1793. Every one of the eight mailing pieces in the series is equally true historically.

A great deal of historical research along rather unusual lines was necessary before the copy was The reproducready to write. tions are equally authentic and their descriptions are in terms which speak the architect's own language. It is this combination of historical copy with the humorcombined with a feature which is of real value to architects, together with the cross reference to the technical description of the company's product in the catalogue, which makes the series one of real interest to archi-It is understood that the

John Wanamaker Heads New Mineral Water Company

company is to use a somewhat

similar series during the coming

year as a result of the reception

which this series received.

The Silver King Mineral Water Com-pany of New York has recently been organized with John Wanamaker, son organized with John Wanamaker, son of Rodman Wanamaker, as president. Arthur F. Grasshof is vice-president and general manager, A. Gould Jennings, Jr., secretary, and Ector O. Munn, treasurer.

Van Patten, Inc., New York advertising agency, has been appointed to direct the advertising of the new company. A newspaper campaign is planned.

newspaper campaign is planned.

#### Credit Insurance Advertised in Canada

Credit Insurance as an antidote for business failures is being advertised in Canada by the Canadian Division of the American Credit Indemnity Company, American Credit Indemnity Company, of New York. According to the copy, Canadian "bad debt losses in 1923 amounted to \$125 per minute." N. W. Ayer & Son are directing this advertising.

#### W. L. Dudley Joins "Radio in the Home"

W. L. Dudley has resigned as Eastern advertising manager of Popular Radio, New York, to become general manager of Radio in the Home, Philadelphia.

#### Barna Company Appoints M. Spivak

The Barna Company, New York baker of Twills, a wafer, has appointed M. Spivak, New York advertising agency, to direct its advertising account.

# What Is "Class" Circulation?

AFEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

Tower Building Chicago 108-114 Wooster Street New York

## IMPORTANT ANNOUNE The Two AUTOMOBILE R

Hereafter, both the Chilton Automobile Directory (the yellow directory) and the Automobile Trade Directory (the red directory) will be published by the Chilton Company, with headquarters in Philadelphia. directory will serve a different field and they will not be competitive in any respect.

#### The Fields

The Chilton Automobile Directory will cover the field of distribution, service and replacements. A copy of each issue will go to every jobber and wholesaler and one copy a year to practically every quantity buying retailer, such as passenger car and truck dealers, service stations, repair shops, supply dealers and the leading garages. It will not cover the manufacturing field.

The Automobile Trade Directory will be an industrial directory. It will go to the important executives in

automobile, truck, tractor, motorcycle, airplane and engine factories and to the principal parts and accessory manufacturers. It will not go to retail ers or wholesalers.

#### Dates of Issue

The Chilton Automobile Directory will be issued in January, April, July and October. Last advertising forms will close on the first of the month of issue.

The Automobile Trade Directory will be issued in Feb ruary, May, August and November. Last forms will close on the first of the month of issue.

#### Circulation

The Chilton Automobile Directory will have, as heretofor, a guaranteed annual circulation of 80,000 copies.

The Automobile Trade Direct

Chilton Company hest

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## OUNTEMENT CONCERNING ENTRADE DIRECTORIES

tory will have an approximate annual circulation of 20,000 copies.

Each circulation will be divided as equally as possible among the four quarterly issues.

#### Size of the Directories

Both directories will be made the same size. The type page dimensions will be 5 x 8 inches, the present size of the Automobile Trade Directory. All plates for the Chilton Automobile Directory should be made this size instead of 5½ x 8½ inches as at present.

#### List Service

Annual advertisers in the Chilton Automobile Directory will be entitled to the free use of the Chilton Trade List and Monthly Bulletin Service. This will be a com-

bination of both the present lists and will include both wholesalers and retailers in the one book. This list will be available only to advertisers in this (yellow) Directory.

Annual advertisers in the Automobile Trade Directory will be entitled to the free use of a new Officers and Managers List now being compiled. It will be far more comprehensive both in the number and character of firms listed and in the amount of information furnished than the present lists of that name. Only advertisers in this (red) Directory can obtain this list.

Each list will be subject to present regulations and restrictions.

For rates and additional information about either publication address the publishers



ny hestnut & 56th Sts., Philadelphia, Pa.

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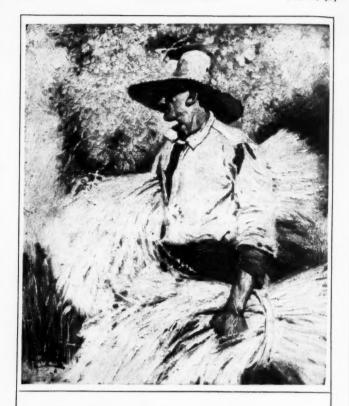
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## The Harvest Tells

Sales are the only proof. We invite your study of successful Dominant Idea advertising based upon actual returns—merchandise sold: the harvest proof. Let us demonstrate our ability to help you reap results.

# Munkin Advertising Company

FIVE SOUTH WABASH AVENUE, CHICAGO

## Putting "Merchandising" in the Dealer's Vocabulary

How the Beardslee Chandelier Manufacturing Company Puts Its Sales Force and Advertising to Work for the Retailer

#### By Dana Hubbard

FEW years back one of the salesmen of the Beardslee Chandelier Manufacturing Company of Chicago, making several Southern States, became interested in one of his retailers. The account was not a large Neither was the town. men on the road would not have regarded it as at all ripe for development, but for some reason or other this salesman made up his mind to see what could be done toward developing it. Getting in touch with his home office he was given authority to spend more than the usual amount of time with this dealer.

Here is the fairly uninviting situation which faced him. The dealer's shop was wrong. It had no display windows nor was it favorably located. Would-be purchasers found it at the top of an unattractive flight of stairs on the second floor over a garage. The other dealers in town had what looked like a generous bulge on the Beardslee salesman's protege when it came to getting attention for their lighting fixtures and other wares.

The first thing that the salesman did was to forget train schedules. It was plain that he would have to stay in town long enough to do a real job for the dealer or his time would be thrown away. He began by insisting that the display room, in spite of its being on the second floor, be made the most attractive and modern one in the city. Then he attached himself to the dealer's staff and went out to sell the idea of better lighting to every prospect he could unearth. Instead of waiting for hot prospects to turn up he went up and down the business streets of the town looking for poorly lighted stores and schools. Most of the dealers in

town, including his own, were afraid to ask an architect or a home-builder to put a fair amount into lighting fixtures. When it came to making a sale which ran into several hundred dollars he found they got stage fright and lost their nerve. None of them had given advertising a real trial.

The Beardslee representative succeeded in making a few sales for the dealer and in digging out what looked like future business. When he got prospects into the newly equipped showrooms he had the dealer study his selling methods. When an installation had been completed, he got permission in a number of cases for the dealer to use the purchaser's name in advertising copy. Before he knew it, nearly a month had slipped by and it became necessary for him to get around to his other towns.

#### WHAT THE DEALER GOT

In that time he accomplished just this: The dealer had been thoroughly sold on the Beardslee organization. He had learned how to canvass his town for prospects and how to go about selling them—not on lighting equipment alone but on the idea of better lighting. Advertising for the first time meant something more than "a card in the paper" to him.

"Last year this dealer gave us over \$25,000 worth of business," said Lee Farmer, one of the sales executives of the Beardslee company to PRINTERS' INK. "That's why it wasn't extravagant to let a salesman spend a month with him. No one has much chance to sell him merchandise on a price basis or any other unless they are willing to back up their dealings with co-operation. Right now this dealer is getting first-floor

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window display space for his shop. Advertising which capitalizes his installation jobs and the reputation that he has built and the salesmanship which he learned from our representative are making a merchant out of him."

The manufacturer who can get his dealers to go out and dig for business does not need to lie awake nights over adding the word "merchandising" to their business vocabularies. It is already there. In the field of lightequipment retailing, Beardslee Chandelier Manufacturing Company says, the word has little real meaning or currency. There is a world of missionary work to be done by the manufac-In selling methods, even today the average small-city dealer is not far from the days when a drop cord from the ceiling with a bulb on the end was about all there was to lighting equip-ment. In many cases he is simply the contractor of yesterday gone into business on the strength of a small following established by his reputation for doing a good honest wiring job.

#### THREE STEPS TOWARD A GOOD MERCHANDISER

Making a merchandiser out of him is not simple, but it is not impossible. The Beardslee Chandelier Manufacturing Company approaches the job from three angles, which are: 1. The company's own salesman; 2. Advertising to consumers and the trade; 3. Making an advertiser out of the dealer. Each of these aims at getting the dealer to develop his buying and selling into more than haphazard processes.

"There is no substitute for a good earnest talk with the dealer by one of our salesmen who can answer questions and show how to get results if necessary," declares C. E. Tuohey, sales manager of the Beardslee organization. "But advertising in business papers and general mediums is producing tangible returns for us every day and the dealer's own advertising in his local paper will open his eyes to new business

leads if he uses it regularly and intelligently."

How the company's salesmen work with dealers is illustrated by the example already mentioned. It is not always practicable or necessary to have a salesman take as long as a month to sand the tracks. How long he should spend is largely up to the man who knows his towns and what he can reasonably look for in return for his efforts better than anyone else. structions are to take as long as he needs to sell a dealer on the Beardslee organization and what it is equipped and ready to do for him. When that has been done the sale of Beardslee fix-tures follows, the company says, more or less as water flows downhill. A dealer who has once been sold on the organization is not on the company's books today and gone tomorrow. He sticks even in the face of price slashing and all sorts of sugar-coated promises.

In its own advertising to consumers and dealers the Beardslee company has learned that it pays to talk about more than mere lighting equipment. Better lighting in the home, in schools, banks, offices and public buildings is a bigger commodity than fixtures. It is "merchandise" and should be sold as such. From its consumer advertising the company receives about fifty inquiries from prospects every day. These go to a dealer located in the same town as the inquirer, once they have been answered by the home

"Sell your services before the order is placed" has all the appearances of a bromide at first glance. In the Beardslee organization it is more than that. It is one of the basic planks in the company's dealer program. Amplified it brings close to every dealer the need of establishing personal relations with his community and its individuals even when there is no order definitely peeping over the horizon. For example, when a building permit by the local authorities is issued the information becomes common property at once. The builder

is solicited from all sides by 101 dealers, contractors and what not, all with something to sell. Advertising has been unearthing inquiries and prospects for Beardslee dealers while building plans are still in the embryo and long before permits are issued.

#### SELL WHAT YOU BUY

There is still another dealer plank in the platform which possesses interest and significance even to manufacturers who are outside of the lighting equipment field. It is: "Until you sell what you buy you can't make a single penny." Dealers in fixtures are just as prone as any to tune in on the alluring strains of cut prices, "specials," impossible promises of deliveries and other load-up appeals. They are just as prone as any to forget that all their buying is for re-sale purposes. Even when the dealer remembers that he is buying for re-sale, he often falls into the error of thinking that his customers are going to buy from him on a price basis and nothing else.

That is why the company says to its dealers: "The public has been taught to accept readily the advertised article. It knows that the manufacturer, having said the article is good, dares not make it Today certain leading otherwise. manufacturers are advertising their lighting equipment and are distributing their goods from coast to coast. Dealers will do well to keep abreast of this movement. First they will learn to be good salesmen, to suggest types and designs of lighting equipment that are good-looking and well made. Second, they will learn to be good buyers; to know that well-known articles sell easier and usually give better satisfaction than unknown articles.

"They will always keep in mind the thought: the profit lies in the unsold article. They will become good buyers when they buy with the merchandising point of view. They will buy nationally known lighting fixtures because they are better and sell more readily."

Through elaborate window dis-

plays, payments extended over a long period of time, vigorous advertising and special auxiliary services the metropolitan city electric shop, often operated by a central station or power company, has been successful in broadening the field of electrical appliances about the house. For the small dealer it has meant stiff competition. One of the principal aims of the Beardslee people is to show the dealer that merchandising tactics and even a small advertising appropriation can be made to pay their way.

Like many other manufacturers the Beardslee company has offered free copy and electros to its dealyears. These are for use local newspaper. Of ers for years. in the themselves and without further aid these advertisements are unworth the dealer's doubtedly while. But their effectiveness has been multiplied by harnessing them up with a series of illustrated sales letters on better lighting prepared by the company and sent out to the dealer's hand-picked list of prospects at the time the newspaper advertis-

ing apears.

There is the case of the little electric shop up in the lumber country of the Michigan peninsula that handles the Beardslee line. Something less than 2,000 people live in the town and the only newspaper there is a weekly with a circulation of 750. In spite of surface appearances the proprietors of the electric shop believed they had a market for lighting equipment. A canvass of their town convinced them that they could sell a Beardslee commercial lighting unit called the Denzar.

On information slips furnished by the Beardslee company they listed sixty-eight prospects, the result of a fine-tooth canvass of their town. Then they sent for the copy and electros on the Denzar unit and began their local newspaper advertising. At the same time the Beardslee advertising department started in on the direct-mail campaign to the sixty-eight. Four illustrated letters with enclosures went to each prospect, one a week for a

month. When the final cost was figured up the electric shop found that it had spent \$40 for news-paper space and \$2.72 for postage on direct mail. Against this the books showed over \$1,000 in new business in Denzar units and the necessary wiring to install them. Advertising, course, did not perform any miracle. It did, however, reinforce some thorough-going salesmanship on the part of the electric shop dealer and the co-ordination of newspaper copy and direct mail helped further to sharpen the selling edge of the campaign. Besides this the Beardslee people felt that they have a pretty effective answer to the next dealer who says, "I'm willing to advertise but I can't afford to spend enough to do any real good."

FAINT - HEARTED DEALER BECOMES AGGRESSIVE FOR BUSINESS

Sometimes a suggestion so obvious that it is commonplace to the manufacturer will point the way out of a dealer's difficulties. One of the Beardslee company's best sellers had its genesis in a hint dropped to a contractor in Toledo who apparently had taken a bigger mouthful than he could digest. This contractor was figuring on a special job where he wanted to install small-size Den-In his calculations he zar units. saw these units giving him just the desired diffusion of light, so he sent in his order for 200. Everything went along beautifully until the time came to award the lighting contract. Then to his amazement it was given to someone else. What did he do about his 200 lighting units? The identical thing that nine out of ten other dealers would have done. He asked leave to return them for credit.

The next scene was in the home office of the Beardslee company in Chicago with the entire cast wondering just what could be done about it. At last the company replied: This order called for a special manufacturing job. It presented an unusual production problem to us and we do

not feel that we can accept the cancellation. We want you to keep these units. They are especially adapted to give a fine indirect illumination in small rooms that are used a great deal. We suggest that you sell one of these units for kitchen lighting on every house-lighting job that you handle from now on.

The dealer in Toledo kept the units. In six months he sent in his re-order for a hundred. That was the beginning of the "workshop of the home" campaign and the name Baby Denzar as applied to the new lighting unit, both of which the manufacturers have advertised to consumers and the trade for several years as a step toward easier, more cheerful housework. Dealers have found it easy to interest women in better lighting for the "workshop of the home" and this interest has been developed into a wedge, opening the way to fixture sales throughout the house.

THE STORY TOLD BY COMPARISONS

Statistics are apt to be neither inviting nor intelligible. In spite of this the Beardslee company is working to get its dealers to realize that the annual dollars and cents volume of the fixture business equals that of washing machines, electric irons, vacuum cleaners and heating and cooking appliances. The lighting equipment dealer in each town owes it to himself to learn to merchandise until he is getting his full share of this great share of this great market. Architects and building contractors in the habit of allowing 1 per cent of the cost of a house for the lighting equipment are being educated to see that 3 per cent should be spent for fixtures exclusive of wiring costs. Dealers are learning that the average man or woman knows little of light intensities, light diffusion, the rea-sons why glare should be elimi-nated and other technicalities of the art of illumination. They are beginning, for example, to use in their selling talks the foot-candlemeter, a simple little device that enables one to measure light in-

(Continued on page 113)

### Headlines-And How to Make Them More Valuable

#### Gentlemen:

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Simple and direct headlines are the best. That is what a study of the records will show. If you do not go back to your records and carefully analyze them by months and years, by mediums and seasons and styles of copy, you are just as liable to gamble away a good chance after you have been in business for years, as you are if you have been in business only a short time. Experience is the great teacher.

For example, here are two advertisements of the same size and cost appearing two months apart in——Magazine. One brings 5560 returns and the other 7420. It took three full months to bring the 5560 results. It took only 30 days to bring the 7420. The winner has a headline which is human, direct and simple. The loser has a very appealing headline, but rather fanciful. Without knowing the records a general office vote would probably give a large majority to the poorer headline. When the better advertisement has been out three months it will show at least 50% more returns than the poorer one.

The better headlined advertisement did not cost the advertiser any more money for the space, designs or plates. It did cost the agency more study, investigation and time—all of which means more service and more expense to keep working until it could arrive at conclusions based on thorough analysis of headlines and copy previously used.

Very few of the compelling headlines which successful advertisers use year after year, have been reached by the chance expression of some happy-go-lucky copy writer. Most of them have been thought out and worked over until they are the direct, simple, strong and principal appeal of the goods being advertised. Searching analyses, sound reasoning and good business judgment are more essential in determining headlines than fancy, or off-hand expression.

In time every advertiser can find a headline or a series of headlines which epitomize practically all that he is trying to do. The headline writer in a newspaper runs his eye down over the news story and then condenses into a few words the meat of the whole article.

We shall be glad to make an appointment with any national advertiser who would like to discuss the above subject with us for the purpose of learning how we try to make headlines more valuable.

Yours very truly,

M. Gould Company

Advertising Agency.

Member American Association of Advertising Agencies.

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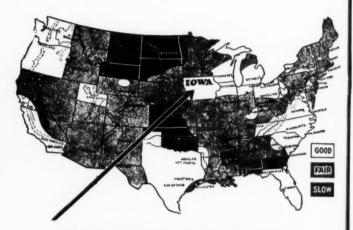
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# Business is



This map, from "Nation's Business," February, 1924, shows Iowa to be one of the few states where business is good in every section. It was compiled by expert economists of the U. S. Chamber of Commerce.

Compare the map with your own sales records and see if you are making the most of the rich Iowa market. Two out of every five Iowa people have a bank account. The state's income from farm products alone averages nearly \$3,000,000 a day. Iowa people have nearly TWICE the average wealth of the U. S. as a whole. Is it any wonder that business is good in Iowa?

Nearly Every Family in Iow Read

# Good in -IOWA

To reach this great Iowa market the one complete coverage medium is the

### IOWA DAILY NEWSPAPERS

Through the 32 Iowa dailies listed below, you reach the farmer at the same time as the city man-the dealer and jobber along with the These 32 dailies have a combined circulation of over 584,000 in a state of 550,000 The combined display advertising rate is only \$1.80 per line. Compare this with any other mediums available and draw your own conclusions.

These 32 publishers offer you a liberal and uniform measure of co-operation. Write for information about it.

### IOWA DAILY PRESS ASSOCIATION

Council Bluffs, Iowa

Ames, Tribune Boone, News-Republican Burlington, Gazette
Burlington, Hawk-Eye
Cedar Rapids, Gazette
Cedar Rapids, Republican Centerville, Iowegian and Citizen

Clinton, Advertiser Clinton, Herald Council Bluffs, Nonpareil

Creston, Advertiser

Davenport, Democrat and Leader Davenport Times Des Moines, Capital Des Moines, Register and Tribune . . Dubuque, Times-Journal Dubuque, Telegraph-Herald

Fort Dodge, Messenger and Chronicle Iowa City, Press-Citizen Fort Madison, Democrat Keekuk, Gate City

Marshalltown, Times-Republican Mason City, Globe-

Gazette Gazette
Muscatine, Journal
Newton, News
Oskaloosa, Herald
Ottumwa, Courier
Sioux City, Journal
Sioux City, Tribune Washington, Journal Waterloo, Evening Courier

Waterloe, Times

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### ARMY AND NAVY JOURNAL

## Merchandising

POST EXCHANGES AND SHIPS' STORES are organizations instituted by the Government on the co-operative plan for the benefit of the officers, enlisted men and their families of the Army, Navy and Marine Corps. Each Post Exchange and Ship's Store purchases direct and pays direct.

They do NOT requisition their merchandise through Government channels but the Government supervises their accounts to insure prompt and proper payment.

These stores do an annual business of EIGH-TEEN MILLION DOLLARS (\$18,000,000).

They stock and sell Staple and Fancy Provisions, Household and Personal Furnishings and Clothing; Silverware and Jewelry; Toilet Articles; Books, Kodaks, Sporting and Athletic Goods; Tobacco, Cigars and Cigarettes; Mineral Waters and Non-Alcoholic Beverages, Candy, and in fact everything a small department store in civil life handles or sells.

There are over four hundred of them. We have assisted many other manufacturers to secure distribution of their products in this desirable field.

May we not help you to increase your sales?

Eighteen Million Dollars' worth of business annually and not a cent loss through poor credit.

### ARMY AND NAVY JOURNAL

Established 1863

LARGEST CIRCULATION OF ANY SERVICE PAPER

383 Madison Avenue.

New York, N. Y.

Chicago: Wrigley Building

Boston: 127 Federal Street

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tensities as easily as cloth is measured with a vardstick. Buyers of lighting equipment are being educated to the fact that the lighting equipment is part of interior decoration and that there is something incongruous in lighting a containing living - room worth of furniture, rugs and with ten-dollar draperies 9 chandelier.

Is the teaching of merchandising to retail dealers a long story? Yes, the Beardslee Chandelier Manufacturing Company without hesitation; Mid-Victorian in length. Dealers must be taught to buy service, co-operation and the genuine expectation of future profits as well as merchandise. They must me taught to sell ideas as well as goods. Advertising and salesmen need to be given the opportunity to put their knowledge at the disposal of the man who has little chance to travel or investigate methods employed by other dealers. They should be held responsible for supplanting hit-ormiss methods with the planned promotion of sales. Once they promotion of sales. Once they have made a start the line of least resistance becomes an overgrown path instead of a main-traveled highway and one fine morning the dealer wakes up to find that the word "Merchandising" has earned its way into his business vocabularv.

### Canadian Pacific Railway to Advertise Hotel

The Canadian Pacific Railway Company will soon start a campaign to advertise the Hotel Algonquin, at St. Andrews-by-the-Sea, N. B. Magazines and newspapers in the United States and Canada will be used.

### Has Banister Shoe Account

The James A. Banister Company, Newark, N. J., maker of Banister shoes, has placed its advertising account with the Dorland Agency, Inc. Newspapers and general magazines will be used for this account.

### With United Electric Company

G. B. Stone, formerly sales manager of the Ohio Tuec Company, Toledo, O., has been appointed district manager at Indianapolis for The United Electric Company, Canton, O., Tueco vacuum cleaners.

### S. H. Somerton Joins World Wide Corporation

WOTAG VIGE COPPORATION

S. H. Somerton has joined the World
Wide Advertising Corporation, New
York, as vice-president and a director,
and will have charge of the company's
foreign department. Mr. Somerton, at
Yokohama in 1915, established the publication, Eastern Commerce, which was
destroyed in the recent earthquake. He
had been a resident of the Far East for
the last twenty-six years.

At a recent annual meeting of the World

At a recent annual meeting of the World Wide Advertising Corporation, with the exception of Mr. Somerton, the directors and the following officers were re-elected: President, Emil Maurice Scholz; vice-presidents, W. G. Fallon and H. W. Moore; Treasurer, G. W. Kennedy; secretary, J. W. Dickey, and assistant treasurer and assistant secretary, Miss E. M. Majer.

#### Joins Public Service Cup Company

Frederick O. Schubert, formerly on the promotion staff of The American News Company, New York, and more recently with Doubleday, Page & Company, New York, has joined the advertising department of The Public Service Cup Company, Brooklyn, N. Y., manufacturer of Lily Cups.

### Vienna Places Tax on Advertising

Under a new tax plan which has been adopted by the municipal government of Vienna, 10 per cent of income received from all forms of advertising will go to the city. Where the income from newspaper advertising exceeds one milliard crowns a month, the city will exact a tax of 35 per cent.

### General Baking Company Has Best Year in Its History

The General Baking Company, New York, Bond Bread, reported the largest net earnings in its history. The net profits for 1923 amounted to \$5,525,559. This represents a 20 per cent increase over 1922 and is five times the earnings shown for 1920.

### C. S. Acton with Class Journal Company

Clare S. Acton has joined the Chicago service department of the Class Journal Company, publisher of Motor World, Motor Age and Automotive Industries. He was for a number of years the Detroit representative of Power Wagon.

### Appoint Kansas City Representative

Ralph W. Mitchell has been appointed representative in the Kansas City territory for the Sioux City, Ia., Tribune and the Sioux Falls, S. D., Press.

### A City Learns How to Raise Funds for Paid Advertising Campaign

Selling Talk on Investing in City's Future Raises Money for a Campaign to Advertise Boulder, Colo.

THE story of a recent drive for funds to advertise Boulder, Colo., points a moral of benefit to others desirous of advertising themselves. That moral, contrary to accepted story-telling methods, may well be given here at the be-ginning. It is: Eliminate such words as "donation" and "contribution" from the solicitation for funds, and base the appeal to citizens on the thought of an investment in a campaign to sell their city.

Heretofore, not more \$2,000 has ever been expended in one year for advertising Boulder. Also, the plan was frowned upon as unworthy of effort. A recent intensive drive raised better than the desired quota of \$12,000 within three days. Under the circumstances, the methods used take

on added interest.
About forty "salesmen" took part. They were prepared for their task by a series of special classes conducted by a Chamber of Commerce committee.

Each worker was cautioned repeatedly to approach prospective subscribers with the thought of making an investment. The words "donation" and "contribution" The workers were blacklisted. were armed with statistics covering the experience of other cities using display advertising; detailed figures regarding the proposed expenditure of Boulder's fund, and both possible and probable returns from the "invest-ment."

On the evening preceding the opening of the drive, about 200 business and professional men gathered at a meeting to hear the entire plan outlined by members of the committee. Huge maps, charts, specimens of copy, and data on other campaigns, were used in a sales talk identical in character with that given the forty picked "salesmen." At the conclusion of the meeting, subscriptions amounting to more than \$5,000 were voluntarily made, of which nearly \$1,500 in cash and checks was turned in at once.

The following day the local newspapers carried large advertisements and these were continued during the next two days the drive. Each day the workers reported at noon and on the third day a total of \$12,785.75 had been "invested," with several additional amounts promised from utility companies and chain stores doing business in the city.

THE APPEAL MADE IN COLD TYPE

One newspaper advertisement, which admirably portrays the selling argument used, was captioned "Selling a City and Keeping It."
"Unlike the man" explained the text, "who wanted to Have His Cake and Eat It here is a City that can be sold for cash while the title Stays At Home.

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"It is not impossible. Boulder can literally be sold to thousands of people who are ready and able to buy, yet willing that possession and title be kept by the original

"It is not a far-fetched dream of theorists. It is simply a sound, business deal proposed by a substantial, level-headed community organization that has learned by observation and experience just how much can be gained by such a transaction.

'Other cities have been soldcities with much less to offer than Boulder. Every day you read of this or that city offered for sale. Every day you learn of some community or vacation region that is creating a nation-wide market for itself.

"In just the same way that is what is proposed for Boulder.

"California, an entire State, sold her sunshine. Salt Lake City, in two years, sold her altitude to

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90,000 people. San Diego sold her hospitality. Colorado Springs sold her climate and Pike's Peak. Seattle and Portland have been sold time and again to thousands. San Antonio, St. Louis, New Orleans—all have found the market from which they have reaped a steady stream of prosperity dollars.

"Now Boulder is going to sell

a city and keep it.

"With your help, and through the medium of a publicity campaign reaching twenty-six cities with a combined population of 6,004,252 people, Boulder, your city, will find a market, and you will benefit in the golden harvest.

"It is proposed to place ten advertisements in twenty-six newspapers throughout the Middle and Southwestern States. These advertisements will tell, in picture and word story, just what Boulder has for those who want to 'buy a city' offering health, hospitality, business and industrial opportunity, educational advantage and abundant vacation life.

"To do this will cost onetwentieth of a cent per subscriber of the newspapers selected, or a total of approximately \$12,000 for the ten weeks campaign."

The concluding statement in larger type declared: "This is a Proven Investment in which You should be Interested." The advertisement was signed by "The Publicity Committee, Chamber of Commerce."

The average "investment" of the total number of subscribers was slightly more than sixty dollars. As the investors either paid cash or signed promissory notes, there will be practically no shrinkage in the fund. More than \$10,000 will be expended for newspaper space in Nebraska, Kansas, Iowa, Missouri, Arkansas, Texas, Oklahoma, Louisiana, Illinois, and possibly Tennessee.

Plans for the campaign now call for a schedule of twelve successive weeks beginning late in March. The copy will point out the residential and educational advantages of the State University city; the location of Boulder in the heart of the farming and

mining territory; proximity to huge development projects such as the Moffat tunnel and the newly discovered oil fields, as well as scenic attractions and abundant

vacation pleasures.

1924 campaign will be This Boulder's first comprehensive effort to get a material share of the summer tourist business comes to Colorado, and it is fully expected she will ultimately benefit by the addition of many permanent residents. And proponents of the present campaign hope that the results will be so plainly evident that the budget may be doubled in 1925.

### Financial Advertisements Corporation Formed

The Financial Advertisements Corporation, Chicago, has been formed to produce advertising material for banks and other financial institutions. Fred G. Heuchling, vice-president of the Northwestern Trust and Savings Bank of Chicago, has been made president of the new company. Chas. E. Unmach, president of the Inland Trust & Savings Bank, Chicago. and treasurer of the Cinch Fastener Corporation, Chicago, is secretary, and A. R. Hansen, treasurer.

### Johns-Manville Sales Increased

Johns-Manville, Inc., New York, reports gross sales for 1923 of approximately \$42,000,000 as against \$30,624,202 in 1922. Net profits after taxes were \$3,078,928 in 1923, as compared with \$2,262,528 in 1922 and \$679,473 in 1921.

New plants at Asbestos, Que., and Asbestos, Ill., were completed during 1923. It is estimated these plants will increase production by 50 per cent.

### Advanced by Bassick Manufacturing Company

F. A. Hitler, for the last three and one-half years assistant sales manager of The Bassick Manufacturing Company, Chicago, has been appointed general sales manager.

J. E. Otis, Jr., for the last year assistant treasurer of the company, has been elected vice-president in charge of production.

### C. M. Smith with Domestic Electric Company

C. Monroe Smith, formerly Eastern manager of the Chilton Company, Philadelphia, and at one time business manager of the Commercial Car Journal, is now with the Domestic Electric Company, Inc., New York, as sales manager for New York State and neighboring territory.

### A Warning to "Mattress Bootleggers"

National Vigilance Committee, through Indianapolis Better Business Bureau Obtains First Conviction in Its Fight against Fraud and Deception in the Mattress Industry

THE first case in the campaign against fraud and deception in the mattress industry which the National Vigilance Committee recently inaugurated has resulted in Frank Weisenberger, of Indianapolis, receiving a sentence of three months in the county jail and a fine of \$20 and costs.

A recent study by the National Vigilance Committee of the matteress industry revealed alarming conditions as reported in the January 31 issue of PRINTERS' INK. Further comment was made in the issue of February 7 in an editorial which pointed out that unfair competition had undoubtedly contributed to this state of affairs and that definite, specific advertising on the subject was needed to get the truth over to the consumer.

That the National Vigilance Committee means business is evidenced in the Indianapolis case. The prosecution was conducted by Byron K. Elliott, chief deputy prosecutor; Harry Yockey and T. M. Overley, attorneys for The Better Business Bureau, Inc., of Indianapolis, and Jerome Simmons, attorney for the National Vigilance Committee.

The business of Frank Weisenberger was investigated in April, 1923, and evidence submitted to the Grand Jury the latter part of that month, according to a report by Mr. Overley, who explains that, due to an error, the indictment was dated September 30, 1922. Under this indictment the prosecution felt that the case was not sufficiently strong. The case was continued and a second indictment introducing later evidence was returned, dated April 30, 1923.

When the case came up in the Criminal Court early this month, the defendant obtained a continuance on the ground of surprise. The prosecutor agreed to try on the former indictment and so the case went to trial. Mr. Weisenberger was found guilty, fined \$20 and costs, and sentenced to three months in the county jail, which is now pending on a motion for a new trial. He is expected to appeal the decision. The case will be tried on the second indictment at an early date and this time will be tried before a jury.

In the evidence it was alleged that Mr. Weisenberger, operating under the name of the Acme Mattress Shop, renovated old mattresses and manufactured new ones. It was shown that he kept very little new material on hand and seldom used any of it, and that he bought old mattresses from junk dealers, hospitals, and other places; old clothing, rags and carpets from junk dealers, and that he made these into mattresses which were labeled and sold as new. The evidence also showed that in many cases there were mattresses with blood and other stains on them, and that in his shop he had only two cottonpicking machines, a sewing machine and no renovating or disinfecting machinery.

The charge against Mr. Weisenberger was based primarily on the renovation of 350 mattresses for the Indiana State Girls' School which were originally made of hair. It was alleged that in renovating he retained a part of this original material for making other mattresses and filled in with old and used material. He had obtained an order for thirty new mattresses after explaining that in renovating there was a certain loss. The mattresses sold as new on this order were the ones on which the case was based.

The Better Business Bureau will endeavor to obtain an indictment for larceny of this material in defrauding the State. The State already has a civil case in court against him for damages.

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t's the magazine that oamed 1,330.000 circulation during the *ear* 



This is only a partial answer to the question on page 79 this issue of PRINTERS' INK. See next week's issue for the name of the magazine if you haven't already guessed it.

March, 1924

25 Cents

# Printers'Ink

Organizing a Sales Department

By John Allen Murphy

What Do You Know about Your Customers' Business?

By J. R. Sprague

Jungle Trading.—No Saturation If Selling Is Right
Selling the Non-Cancellation Idea to Salesmen
Educating the Retail Salesman.—When Dealer Gives You Only Part of
His Window.

An Advertising Agency's Overhead — Preparing Salesmen and Retailers for Smaller Lines



## PRINTERS' INK MONTHLY

An Illustrated Magazine of Sales, Marketing and Advertising

185 Madison Avenue

New York

\$2.00 a Year in U. S.-25 Cents a Copy

# Biggest March Issue in Five Years

When we took a look backward at the end of 1923 to PRINTERS' INK'S biggest year, we said it was only in preparation for the next strides ahead.

We are pleased to announce that PRINTERS' INK MONTHLY, started five short years ago, has just closed the biggest March issue in its history.

A publication which shows steady gains in its carefully hand-picked circulation without the use of premiums, canvassers, books, prizes or subscription agents, is selected by careful space buyers to carry their selling message.

## PRINTERS' INK MONTHLY

An Illustrated Magazine of Sales, Marketing and Advertising

185 Madison Avenue New York

\$2.00 a Year in U. S.-25 Cents a Copy

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## Rhode Island's Wealth Doubles In Ten Years

The U. S. Census Bureau reports that the principal forms of wealth in Rhode Island amounted in value on December 31, 1922, to \$1,924,326,000, an increase of 97.8% over the 1912 figures. Per capita values increased from \$1,712 to \$3,086, or 80.3%.

Savings deposits in Rhode Island for 1923 amounted to \$246,893,002, an increase of \$23,835,487, or 10.68% over 1922.

Providence clearing house figures for 1923 were \$633,123,500, an increase of \$52,401,200, or 9.02% over 1922.

THE PROVIDENCE JOURNAL and THE EVENING BULLETIN, Rhode Island's great newspapers, with their responsive reader influence, offer advertisers thorough coverage of this prosperous Rhode Island market at a minimum cost.

### Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

CHICAGO

BOSTON

NEW YORK

R. J. BIDWELL CO.

San Francisco

Los Angeles

## Advertising Good-Will in the Balance Sheet

Bankers, Accustomed to Lending on Tangible Evidences of Business Being
Done But Not Yet Completed on Well-Established Cycles, Have
Not Yet Learned to Appraise and Accept in the Same
Degree Advertising's Insurance of Future Sales

### By Earnest Elmo Calkins

EVERY once in a while an advertising agent is brought in contact with the banker's attitude toward advertising. Sometimes a proposed advertising campaign is postponed or curtailed because of lack of money. The agent suggests borrowing and learns that the advertiser's banker is reluctant to lend money to be spent for advertising.

Sometimes the agent is a borrower, and he finds that his business is not looked upon by bankers in the light in which they regard concerns which make or sell tangible commodities.

The banker's position is stated succinctly by the vice-president of a New York bank, and this opinion represents as liberal and fair-minded an attitude as the advertising man is apt to find:

"The willingness of a bank to lend money, and the amount it is willing to lend, in each instance, depend on the business condition of the applicant. If the borrower presents a statement that shows it is healthy and has accounts receivable or other live assets which justify a loan, a bank will lend money to be spent for advertising as quickly as it will lend for any other purpose.

"But the healthy condition cannot be shown by money spent in advertising. While advertising is looked upon as an investment and, wisely made, a profitable one, yet in going over a borrower's statement preliminary to making a loan, we must consider it a deferred over the consider it a deferred over the consider it as deferred over the consideration of the considera

it a deferred asset.

"Suppose, for instance, a mailorder house is seeking a loan,

It sends out a number of catalogues for advertising purposes. These catalogues certainly cannot be taken as an asset, and a loan could not be based on them. If this house had say \$200,000, of which \$150,000 was in the form of goods for sale and \$50,000 had been spent in catalogues, it could get a loan on the basis of the If it had put \$150,000 \$150,000. into catalogues, however, only \$50,000 into goods, a bank could only extend credit on the basis of \$50,000. But in either case, if the condition of the house was such that a loan was justifiable, the bank would not be prejudiced because the money was to be spent for advertising any more than if it were to be put to any other reasonable business

"This merely means that if a house's condition justifies a loan, it can get money for advertising. If it is already borrowing up to the limit of its tangible assets, it is not likely to get money for advertising or anything else."

advertising or anything else."

Even more interesting is the opinion of a man who, after reaching a high place in the banking world, became vice-president of a large commercial business engaged in distributing a well-known staple in the textile field. He can thus give both the banker's and the merchant's viewpoints.

To begin, he frankly admitted that as a banker he would not give advertising good-will a cent's worth of consideration as an asset for loaning purposes, yet as a business man he would recognize the actual sales value of the same good-will if he were valuating a concern with the idea of buying or selling it.

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"I cannot justify the two view-"I've had points," he admitted. that same question asked me a thousand times, and I have never been able to find the answer. know that without a market goods cannot be sold, and in considering the possibilities for profits that any concern may have, the scope and buying power of its market is quite as important as the condition of its plant and the availability of its materials. But the fact is that a bank cannot advance cash or credit on an in-tangible thing. What the value of good-will may be can never be told until a concern is sold. Then any money paid for it over and above net assets is the value of its good-will. And good-will that is worth vast sums today may be worth exactly nothing tomorrow. What would be the value of all the advertising done by Chesterfield cigarettes tomorrow if they Chesterstopped advertising? fields would be forgotten in six months, and people would be smoking another brand with perfect contentment. What is the value of the advertising done by the Columbia Graphophone people today? How much is their good-will worth? Such things are only valuable as long as they are going. "When a banker lends money

to any concern he must do so with the worst in view. Of course he doesn't expect his client to fail, but he must ask himself 'If he does fail, what could we realize on?' The answer is, 'accounts receivable'-the value of the property under the auctioneer's hammer-quick assets. He has no intention of absorbing the client's insolvent business as an adjunct to his own. He is in the banking business. Again, over him at all times are the banking laws which require that depositors shall be protected. The bank cannot lend on intangible assets, because the element of speculation is in it. The bank examiners would be down on the bank in a minute if it advanced its depositors' money on so intangible a security.

"There is another phase to the question, too. Advertising may increase sales, may bring in many

times its cost in profits, if it succeeds. But all advertising does not succeed, and if a campaign fails, what is its value? If a factory fails, there is the ground and the bricks and the machinery. If it burns, there is the insurance. If an advertising campaign fails, its final value is not even enough to repay in part. It is represented only by the waste-paper value of the newspaper and magazine clippings."

As to lending money for adver-tising purposes, he admitted there might be a difference of opinion there. For himself, and the banks with which he has had experience, he frankly said that a loan for advertising purposes would be accorded the same consideration as any other loan. Usually a house applying for a loan submits, in addition to an inventory of its assets, a statement of the purposes for which the loan is required. If one of these were advertising. and the amount involved did not seem out of proportion to the nature and condition of business, it would be allowed as freely as any of the others. He admitted that in this he did not speak for all banks, and intimated even that smaller and less progressive institutions might not have so enlightened a viewpoint.

### A HIGHER RATING FOR GOOD-WILL IS DESIRED

While conservative advertising men would be gratified at present if the average banker shared the two opinions just quoted, they look forward to a time when bankers will rate advertising good-will higher in the balance sheet. Perhaps the time never come when \$1,000,000 invested in advertising will have the same value as \$1,000,000 invested in bonds, but the advertiser spends his money in the belief that he is investing in what he has learned to believe is one the best paying securitiesgood-will. Before we even approach that time the banker will have learned through contact and familiarity many things he does not now know. He will have He will have learned to discriminate between

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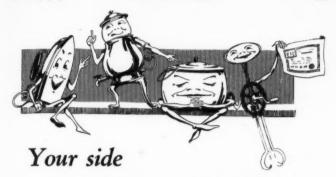
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## of the "servant problem"

is helping to find jobs for the "silent servants" manufactured by your clients.

While more than 600,000 women trust us to help them find reliable servants.

At our Housekeeping Editor's home—the Priscilla Proving Plant—all types of household devices are given a chance to show their ability by doing their share of the daily work.

Satisfactory "servants" are given a Certificate of Approval entitling them to wear the Priscilla Seal—a "recommendation" accepted by housekeepers the country over.

The home testing of household equipment is part of our service to *Modern Priscilla* readers. It costs the manufacturer nothing. There is no obligation to advertise in *Modern Priscilla*—though this magazine enables him to reach a "hand picked" market of more than 600,000 homemakers.

### MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

OCities of more than 25,000 inhabitants



NEW BEDFORD

## When Massachusetts is your market, remember New Bedford

ROWDED within the narrow boundaries of Massachusetts there are more cities of 25,000 inhabitants (and over) than in any other state in the Union.

Fourth largest among these is the city of New Bedford, a great manufacturing center in which more families own their own homes than in any other city of 100,000 in Massachusetts.

Yet you can reach this prosperous, concentrated market with *one* newspaper—the Standard Mercury. This fact was proved last year by 183 national advertisers.

We shall welcome an opportunity to tell you about our Sales Service department for national advertisers.

## NEW BEDFORD STANDARD MERCURY

judicious and injudicious advertising. He will judge advertising expenditures as he now judges expenditures for plant, labor and raw material. He will know something of the standing and reputation of advertising agencies. He will realize that no business of its size is carried on with so little loss from bad debts-that in an agency whose annual business is many millions, the amount charged off for uncollectable accounts is practically nothing. Promptness of payment is insisted on to an extent unknown in any other business. The businesslike habits of the advertising world would excite the admiration of the banker if he but knew of them.

While these two representative bankers emphasize the desirability of quick and tangible assets as a basis for a loan, it is nevertheless true that banks have been gradually coming to recognize an intangible element as one of the strongest, if not the strongest, influence in making loans. And this element is what we know as character. No banker today loans money, no matter what the collateral or security, without giving consideration to the man or men who borrow the money. Their integrity and ability are an asset on the right side of the balance sheet, and so it happens every day that men whose chief asset is what they are, are able to borrow more money than is represented by their visible assets, because they possess that intangible asset of character. Every banker has occasion to thus back his knowledge of the man, and loans are made every day where the proved character of the applicant is the chief consideration. And so by an easy analogy and by a short step bankers are beginning to recognize that there is a new asset in the business world as intangible as the asset of character and having considerable resem-blance to it, because what is generally known as good-will of a business is very similar to what we know as character in the individual.

The chief problem that concerns

bankers in regard to advertising is when their customers, houses which manufacture of retail goods, are borrowers, and when any part of the money borrowed is to be spent in advertising.

The banker is accustomed to loan money on bills receivable, warehouse receipts, trade acceptances and other evidence of business being done, but not completed to the point of collecting cash for the goods. The basis of the loan is that in the banker's opinion the business is functioning normally, and that in the regular course of events the cycle will be completed and the goods will be sold, or delivered or paid for. So well established is the business routine that the course of events is discounted in advance.

Some of the business on which the banker loans money is potential, but it is a potentiality with which he is familiar, and long experience has taught him to appraise it.

#### HERE'S THE RUB

But he has not yet learned to appraise the potentiality of advertising. As it is a new factor, he is inclined to put it down at zero. He does not yet realize that if the advertising has been rightly conducted, it is an insurance of future sales, and that these future sales, in proportion as they are assured, are a part of the assets of the business. They resemble the "expectancy" which actuaries allow in human life. It is practically certain that the house will sell its quota of goods next year or next season-not as certain, perhaps, as that it will collect its accounts receivable, but ranking next to that, and so should have the banker's consideration in the same proportion.

In judging a business as a borrower of money, even though the cost of the advertising is not directly involved, how much does the banker consider the advertising as a factor? Does he consider, for instance, that other things being equal, the fact that a house advertises is an argument in its favor, and does he go

further and consider whether the advertising that is being done is done intelligently and is profitable and has a more than reasonable expectation of being profitable in the future? Does he review the past advertising of the house and its relation to past sales? Does he inquire as to the name of the advertising agency handling the advertising and ascertain whether the reputation of that agency is such that it also is a favorable factor?

Once the banker admits to himself the possibility of advertising itself being considered as an index of the advertiser's right to credit, he will find that there are ways and means of appraising it, just as he has found ways and means in the past of appraising other phases of a business's activities

Such investigations are along the line of those taken to learn the personal character of a borrower. The personal character of a borrower depends upon what his associates in business think of him; how he is looked upon by men who habitually sell him goods, and what his reputation is for meeting his obligations promptly; what his ethical standards are. His character is the sum of all his business and personal acts. Character is not something that can be acquired It is something that overnight. has to be lived for years before one possesses it. Nor is it as a rule something that can be lost overnight. An honest and capable man is apt to continue to be honest and capable.

The prestige that advertising gives, what is generally known as good-will, has many similar qualities. It cannot be obtained in a short time, nor can it be lost quickly. Good-will is built up by continuous advertising. Time is the most powerful single element in its success. An old advertiser is a better risk than a new advertiser. This is because goodwill in the advertising sense consists of a favorable prejudice toward a certain line of goods on the part of a large number of

people, which will insure their continuous buying of those goods. The process by which they are brought to this state of mind is a slow one, but also the process by which they are weaned from it is a slow one. The business that has 100,000 steady customers cannot lose the 100,000 in a few weeks or a few months, even though the advertising should be stopped and unfavorable influences be introduced. business would slowly run down. But as long as the tising is maintained and there is a background of persistent advertising behind it covering many years, everything points to a continuance of that asset, good-will, which means that a certain large number of people will continue to buy that product.

### THE ASSET THAT ADVERTISING

Bear in mind that the asset that advertising gives is the permanent right to manufacture a certain product under a certain name. It does not depend on patents, or processes, or raw materials, or machines, or factory organization. It is simply the right to give a certain name, which is the exclusive property of the advertiser and manufacturer, to a certain product, and within certain limits this name will continue to be an asset in spite of changes or competition.

A noteworthy instance of this is the recent experience of the Safety Razor. Gillette patents for this razor were about to expire two years ago, and after they had expired anyone would have the right to make the Gillette Safety Razor. The Gillette company has been a large and consistent advertiser for years. Its name is almost a synonym for What it did the safety razor. was to anticipate the event of its patents becoming public property, make two or three improvements in its device, and then put out a new razor, at the same time selling its old razor, the patents of which were shortly to expire, at a dollar, as against \$5, the old

### In 1923, in seventeen classifications, The World-Herald published more display advertising than the other two Omaha papers combined.

Each starred classification below indicates the World-Herald exceeded the other two papers combined

(Compiled by Haynes Advertising Agency. Figures in lines)

	World-	Second	Third
	Herald	Paper	Paper
Amusements	. 417,361	416,675	461,475
*Building Material	. 123,249	69,083	18,459
*Books and Publication	. 100,492	44,555	25,774
*Men's Apparel	. 855,148	262,864	199,409
*Women's Apparel	. 867,881	334,432	327,663
Coal	. 101,780	72,898	34,874
Department Stores	.1,947,848	1,565,319	1,512,322
*Electrical Appliances	. 66,955	14,917	36,400
*Farm Accessories		18,431	10,941
Financial and Fin. Pub		124,222	70,749
*Food	. 823,991	457,828	330,204
*Furniture		365,582	346,465
*Hardware		43,596	41,398
*Household Appliances		41,923	80,437
Insurance	. 50,239	23,968	28,693
Jewelry		34,496	88,823
*Millinery		37,569	39,781
Musical		141,043	227,416
*Office Supplies		6,965	27,727
Radio		6,293	13,713
Railroads		116,599	86,303
*Resorts and Hotels		30,226	20,657
Schools and Colleges		45,591	32,403
*Shoes		72,352	82,201
*Tobacco		70,119	60,508
Toilet Goods		119,770	92,330
Miscellaneous	. 664,503	566,118	432,607
AUTOMOTIVE-			
Motor Cars	. 438,466	264,866	251,622
Trucks and Tractors	. 10,192	10,598	8,596
*Accessories	. 57,036	15,995	24,710
*Tires	107,786	47,341	55,776
Total Clean Display	9.195.452	5,442,234	5.070,436
Total Want Ads		879,284	764,568
Medical		416,934	480,116
		,	,

### The Omaha World-Herald Over 100,000 Paid Circulation

O'Mara & Ormsbee, Inc., National Representatives New York Chicago San Francisco

# E.T.HOWARD COMPANY... Advertising

Established 1878

Incorporated 1911

A personal Service Agency

When you start Advertising— Start right. A worthy product will eventually win a following without advertising—but this may take years to accomplish.

Advertising advances the period of consumer acceptance, effects economies in selling and hurries the reward of the maker.

A basic selling idea and a predetermined merchandising policy are among the essentials of a successful advertising campaign that we are prepared to supply. When you start—start right.

33~WEST~42<sup>nd</sup>St.

Aeolian Building
Telephone~Longacre\*\*\*00

price, thus anticipating the kind of competition it would naturally expect and spiking the guns of anyone who would seek to profit by the situation. In a year it had built up as large a volume on the new Gillette as it had formerly on the old one. The good-will created by years of advertising was strong enough to enable this company to meet an emergency that might easily have proved fatal. It relied entirely on the public, what the name Gillette meant to that public, the result of continuous advertising for many

What the Gillette Safety Razor owned was not patents, but the conviction in the minds of millions of men that Gillette was the name of a safety razor, and as long as the Gillette company had the sole right to apply that name Gillette to a safety razor, it had an asset that was greater than all its aggregation of factories, machines, organization and patents.

Advertising history is full of such instances. A classic is that of the syndicate which tried to buy the name "Royal" applied to baking powder. Their proposition included neither formulae nor plants. All they wanted was the right to make a baking powder, and call it "Royal." They offered \$2,000,000 a letter for this word of five letters. Their offer was refused, but this \$10,000,000 represented at that time, some twenty years ago, a sincere estimate of the value of the good-will that advertising had created for the name "Royal."

### SHOULD NOT ENTER INTO THE TECHNICALITIES

I quite agree with Guy Emerson, who combines to a rare degree the qualities of both banker and advertising man, that the banker should not attempt to enter into the technicalities of advertising. But for that matter, neither does he attempt to penetrate the technical methods of many manufacturing processes, which he is able to appraise shrewdly enough as to assets for loans. What is suggested is that the banker does

not now have the same outside knowledge and opinion of advertising that he does of other industries which are older, and from his point of view more legitimate, and that advertising occupies too large a place in the commercial world, is too powerful a factor in upbuilding business, for him to longer ignore it. He must make up his mind about it, and to do that in the spirit of the present day he must lay aside some of his prejudices, and accept, as the business world has accepted, intangible assets, or perhaps one would say, assets not yet realized, at a higher value than at present. There is a new kind of acceptance -consumer acceptance, of greatest potential value to a business which has it. If it has this great potential value, it must have some actual present value. The thing to do is to view existing conditions in that business to see whether the potential value is liable to be realized-in other words, whether the advertising is being properly conducted, and that involves the professional reputation of the agency which is doing it, as well as the advertising history of the house asking for credit.

On the nature of advertising, the president of Hart Schaffner & Marx, a firm that has been a consistently successful advertiser for a long term of years, has these wise words to say:

"Advertising is a curious thing. It has had to be taken on faith for the most part. You can't usually measure its effect. Men who advertise and find their business prospering keep on advertising. Men whose business has been slow sometimes try advertising and find their business suddenly growing. Then they keep on advertising.

"That's the reason you can't measure its results. If men started advertising and stopped, and started and stopped often enough, you might be able to measure the results on their business. Of

results on their business. Of course, to do that would almost invariably ruin the effectiveness of the advertising. As it is, advertising has to be adopted on principle and stuck to because of one's confidence in its soundness

and its general results.

"The tremendous growth of advertising, in spite of the fact that you couldn't separate its effect from the effects of all the other forces that make for good business, is perhaps a greater tribute to its power than it would be if exact measurements were possible.

"Men are not ordinarily willing to place such great faith in and pay such huge sums of money for an agency whose effect they can-not isolate and measure. When they do, it means that its power is so tremendous that it doesn't need to be measured to be believed in."

### Suppression of Competitors' Advertising Charged

McKESSON & ROBBINS, Inc., and Schieffelin & Company, two New York wholesalers of drugs and druggists' supplies, are cited in a complaint issued by the Federal Trade Commission. The firms, in conjunction with Druggists Circular, Inc., of New York City, also named as a respondent, are charged with co-operating to suppress and eliminate competition in the sale and distribution of drugs and druggists' supplies.

According to the complaint, the respondents have used the following methods in effecting their plan for eliminating competition, and particularly to Benjamin Mindlin, a competing wholesaler

in the drug trade:

(a) Causing advertisements of competitors to be refused and rejected by trade publications, and particularly causing Benjamin Mindlin's advertising to be refused by the Druggists Circulor;
(b) Preventing and forestalling competitors from purchasing in commerce commodities dealt in by respondent;
(c) Injuring and destroying the business reputation and credit of competi-

Under the law whenever the Commission has reason to believe that an unfair method of competition has been used against the public interest, it must issue its complaint. However, the question whether or not such method has been used is not passed upon by the Commission finally until after respondents have had thirty days in which to answer and the issue has been tried out.

### Dry Goods Sales Promotion Elections

The Sales Promotion Division, for-merly the Advertising Group, of the National Retail Dry Goods Association, elected the following officers and direc-tors at the recent New York convention of the latter organization: Chairman, of the latter organization: Chairman, Gordon Schonfarber, sales manager, Gladding Dry Goods Co., Providence, R. I.; vice-chairman, Julia Coburn, advertising manager, LaSalle & Koch Co., Toledo; secretary-treasurer, W. T. White, sales promotion manager, Rike-Kumler Co., Dayton, O. James Goold, advertising manager, R. H. Macy & Co., Inc., New York, and Ralph L. Yonker, advertising manager, J. L. Hudson Co., Detroit, were elected members of the executive committee in addition to the above officers. dition to the above officers.

Messrs. Schonfarber, White,

dition to the above one.

Messrs. Schonfarber, White, Good and Yonker were elected to serve for three years on the board of directors. Miss Coburn, Howard P. Hildreth, of Crowley, Milner & Co., Detroit, and Frank A. Black, Wm. Filene's Sons Co. Boston, were elected for two years, and the following for one year: Edward Company of the Scholars of the Boston, were elected for two years, and the following for one year: Edward S. Morse, Lord & Taylor, New York; S. A. Sullivan, L. S. Ayres & Co., Indianapolis; Thomas B. Comeford, A. I. Namm & Son, Brooklyn; C. H. Tunison, Miller Rhodes & Swartz, Inc., Norfolk, Va., and F. H. Mantor, Hale Bros., Inc., San Francisco.

### Becomes "The Southern

Tourist Magazine" The Southern Tourist Magazine is the new name of Diversion, a publication devoted to the tourist interests of the South. James H. Caine, of Asheville, N. C., is president and editor. He was formerly editor of the Asheville Cisizen.

### Made Advertising Manager of Torrington Company

William H. Enell has been appointed advertising manager of The Torrington Company, New York manufacturer of electric cleaners. He was formerly with the General Chemical Company, New York.

### N. G. Stiles Joins New York "Evening Post"

Noah G. Stiles, for the last eight years with Wm. T. Mullally, Inc., New York advertising agency, has joined the financial advertising department of the New York Evening Post.

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Photographic illustration made for J. A. Migel, Inc. silk manufacturers, by the Lejaren a Hiller Studios Only the Hiller studios can produce a true Hiller photographic illustration — because it is a development of many years' research and experience in a field in which Lejaren a Hiller alone has specialized.

Specialized.

Specialized.

STUDIOS

135 West 44th St.

New YORK

Journal state

STUDIOS

15 West 42th St.

SELV TORK Symulytip

-How to reach 3,925,090 farmers without spending the money to reach 3,925,090 farmers



BETTER CROPS PUBLISHING CORPORATION Business Offices: 461 Eighth Avenue, New York Telephone, Lackawanna 8230

### A Public Utility Takes an Insurance Policy on Good-Will

How the Buffalo General Electric Is Seeking to Safeguard Its Future Relationships with Its Customers

AN example that may well be followed with profit by other public service corporations is being set by the Buffalo General Electric Company. This company has recently adopted a policy of continuous educational publicity designed to tell its customers and the public, at large, all there is to know about itself, its problems and

its policies

The first step in this educational program is a twelve months' campaign of display advertising in Buffalo newspapers. In this advertising it emphasizes the importance of electric service; guarantees the highest possible type of service to the company's customers, and endeavors to impress on the public's mind the magnitude of the task of supplying electric light and power to so great a number of people, at the same time seeking to enlist public co-operation to the end that service may be improved wherever possible.

"Guarantee" is virtually the keynote of the campaign. This is the Buffalo General Electric Company's promise to its public.

The Buffalo General Electric Company occupies the Electric Tower, a fourteen-story, octagonal stone building in the business heart of Buffalo, which is sufficiently unique that it has become virtually a trade-mark of Buffalo General Electric Service. A picture of this building is introduced in the first advertisement of the present series as the company's symbol of service and the cut is to be carried throughout the remainder of the year's advertising.

A unique feature of the campaign is that it is being inltiated at a time when the most friendly relations exist between the company, its customers and the city government. Rates are at a figure lower than before the war, lower in fact than in any other comparable city in the United States, service conditions have been excellent and there is no intimation of dissatisfaction from

any quarter.

The company is proceeding on the theory that the value of electric service and the policies of the company are known and familiar to the people who have lived in Buffalo for years and have watched the development of electric service from its earliest beginnings to its present state of efficiency and wide scope of operation.

It realizes, however, that newcomers and particularly the rising generation, are unfamiliar with the company's record of good service, that they take good electric service for granted, and the company feels it is the duty of a corporation serving the public to give all its customers and public complete information regarding company affairs.

"Évery corporation engaged in serving the public stands ever in the shadow of attack, either from a political or some other source," Charles R. Huntly told a representative of PRINTERS' INK. "In the past good service and exceptionally low rates have kept this company free from that sort of

thing.

"At the present time we do not anticipate any attacks. Nevertheless, we are conducting this campaign in an endeavor to get all the information to the public which the public can assimilate. Then, if the time ever comes when our company or our policies is subject to unjust attack from any quarter, the public will be in possession of the facts of the case and can judge the merits of the controversy wisely. Once the public is acquainted with the facts, we are willing to leave the case entirely in their hands."

### Newspaper Advertising Discussed before Inland Press

ANALYSIS of a publisher's own proposition is most essential to him before attempting to sell space to a prospective advertiser, D. F. McMahon, Western manager of the national advertising department of the Chicago Tribune, told members of the Inland Daily Press Association, assembled in Chicago last week for their annual meeting. Interest your client in your market and in the buying power of that market, he advised. Then show what your medium can do in helping him to realize on that buying

"A publication should co-operate with an advertiser in outlining the scope of the market it covers, in supplying information relative to that market, in suggesting a system for working that market, in helping to co-ordinate the advertiser's sales plan and advertising copy and in helping to build trade recognition of the advertising."

recognition of the advertising."

W. E. Donohue, Chicago display manager of the Chicago Tribune, told the Inland publishers that the main factors in a successful advertising and selling campaign are the mediums used, the time, the merchandise itself, the advertising copy and the management, both of the campaign and of the retail store—this last being important in that no advertising campaign can succeed where store clerks are rude or inefficient, or where the house policy is unfavorable to customers.

In a round-table discussion of classified advertising by several Inland publishers, the fact was brought out that this class of advertising can possess intense reader interest, particularly in the smaller cities.

George D. Lindsay, of the Marion, Ind., Chronicle, was elected president of the association for the coming year. The following new members of the board of directors were elected:

E. J. Ottaway, Port Huron (Mich.) Times-Herald; C. R. Butler, Mankato (Minn.) Free Press; John Fisher, Cairo (III.) Illinois Citizen; Frank H. Burges, LaCrosse (Wis.) Tribune, and A. Haswell, Bowling Green (Ohio) Scntinel-Tribune.

The following vice-presidents, each in charge of his own State, were appointed:

ARKANSAS—Geo. H. Adams, Pine Bluff Graphic; Illinois—E. J. Raymond. De Kalb Chronicle; Indiana—Geo. L. Saunders, Blufton Bamer; Iowa—S. G. Goldthwaite, Boone News-Republican; Kansas—Chas. F. Scott, Iola Register; Kentucky—W. B. Bollhaser, Paducah News-Democrat; MICHIOAN—G. C. Handy, Ypsilanti Ypsilantian-Press; MINNESOTA—L. S. Whitcomb, Albert Lea Tribine; MISSOURI—W. C. Van Cleve, Moberly Monsior—Index; Na-Braska—Jennie S. Workman, Falls City Jowrnal; North Dakota—E. A. Tostevin, Mandan Pioneer; Ohio—F. E. Alvord, Sandusky Star-Journal; Ontario—H. B. Muir, London Advertiser; Pennsylvania—J. F. Steinman, Lancaster News-Journal; SOUTH DAKOTa—Geo. H. Bowen, Huron Huronite, and Wisconstin—C. E. Broughton, Sheboygan Press.

### Temple Advertising Alumni Hold Reunion

The alumni of the advertising department of Temple University, Philadelphia, held a reunion at the Poor Richard Club on February 19. There were seventy-five men and women present. Charles Coolidge Parlin, head of the advertising research division of the Curtis Publishing Company, spoke on the advances made in the art of advertising. Jesse Clark, of the S. D. Warten Paper Company, showed motion pictures of the making of paper from the cutting of the timber to the finished product on printing presses. B. Schontz, advertising manager of the D. L. Ward Paper Company, Philadelphia, presided.

### Newspaper Publishers to Meet at New York in April

The American Newspaper Publishers' Association will hold its annual meeting at the Waldorf-Astoria, New York, on April 23, 24 and 25. The annual dinner of the association's Bureau of Advertising will be held on the evening of the second day of the convention.

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### New Accounts for

The Chambers Agency
The advertising accounts of Pickrell
& Craig, warehouse distributing and
selling organization, and the Wintersmith Chemical Company, both of
Louisville, Ky., have been placed with
the Louisville office of The Chambers
Agency, Inc., New Orleans.

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The Dispatch

wields a reader influence over the

buying habits of

18 central Ohio

The Columbus Dispatch starts another year of leadership by publishing in January 150,412 lines more paid advertising than the next Ohio newspaper (Cleveland).

The Dispatch exceeded other Columbus papers combined by 178,731 lines.

It is the first Columbus newspaper in circulation by many thousands.

Daily Averaged Circulation 87,561

counties in which reside over 850,000 prosperous people.

The Columbus Aispatch OHIO'S GREATEST HOME DAILY

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# To Advertising Men attending the London Convention

A trip to Europe on a Cunarder is like a restful, yet invigorating few days sojourn at a luxurious modern hotel. For four generations Cunard Liners have typified the highest development in ship building and the business of ship managing.

Whether you intend to travel to England alone—going at the time which is most convenient for you—or journey with your family, or with friends—you will find on Cunard Ships the unsurpassable—in comfort, luxury, cuisine—in efficient, experienced and unobtrusive service.

### The World's Fastest Passenger Service De Luxe

From New York to Southampton via Cherbourg

### AOUITANIA MAURETANIA BERENGARIA

From New York-(Boston) to Liverpool via Cobh (Queenstown) by new oil-burning FRANCONIA, SAMARIA. LACONIA, SCYTHIA. From New York direct to Glasgow via Londonderry by new oil-burning CALIFORNIA, TUSCANIA. CAMERONIA.

Also exceptionally well-equipped Cabin Steamers TYRRHENIA, CARONIA, CARMANIA, at lower rates.





## The Rising Tide of Time-Payments

(Continued from page 6)
payments, covering a period of
from six to twelve months, with
interest at the rate of 5 or 6 per
cent

In stores of this kind the system is unsound for two reasons. As a rule, the depreciation of the value of the goods is greater than the payments made, hence the goods themselves are not security for the unpaid balance. And the interest charge does not pay the cost of extending this kind of credit.

Soon after he adopts the system, any retailer will find that he must increase his prices to take care of the extra cost which the recipient of the credit does not openly pay for. And the economists consulted are agreed that, given sufficient time and normal business conditions, competition will adjust the giving of longtime credit in the clothing and department store fields. Furthermore, they are of the opinion that a rapid expansion of time-payment credits would injure the classes of stores involved, but that it would not tend materially to

retard the general retail business. At least one large retail concern, a department store in De-troit, has adopted a safe and logical method of meeting the time-payment competition. a customer requests the instalment plan she is taken to an officer of the company, who explains that it would be impossible to sell the store's goods on time-payments without increasing prices. He also shows the customer that the cost of carrying the credit must be included in the price, and then suggests to her that she borrow the money at the Morris Plan Bank arranging to pay it back in instalments. In most instances he is able to prove to the customer that this is the most economical way of securing long-time credit. The store sends a representative to introduce the customer at the bank, and in the

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## An Innovation in Printing

We experimented with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant, our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



Where Federal crosses Nineteenth Street

CAMDEN, NEW JEESEY

majority of instances the loans are arranged. The customers have the convenience of long-time credit, and the store gets cash for

its goods. If a dealer is encouraged to adopt a time-payment credit system he should remember practically all sales of automobiles made on time are financed by companies organized for the purpose, and not by the dealers. Another important fact seldom considered in discussions of the subject is that all of the goods successfully sold on time payments in the past, such as furniture, pianos, talking machines, and household specialties, give retailers a profit sufficiently large to absorb a reasonable credit loss. Furthermore, furniture, pianos, and the like, returned for nonpayment after three or four months, or longer, are frequently resold at almost full price.

In the automobile field, reaction against the time-payment system seems to be setting in. While two large manufacturers of cheap cars are apparently encouraging timepayment purchases, at least one large manufacturer is advertising that his cars are sold only for cash, and is featuring the high quality and value offered on a cash basis. During the winter, in a number of cities, dealers in used cars found that low cash prices would move their stocks when liberal time payments offered on higher prices left the cars on their floors.

Objectors to the time-payment system almost invariably claim that its development interferes with the compilation of statistics, since it mortgages the future for present sales. Defenders state that there are very few reliable statistics available in the retail field, and members of the several organizations which are beginning to explore retail merchandising on a national scale do not seem to think that the time-payment system will add to the difficulties or accuracy of their work.

While there is considerable opposition to the system on the part



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"I have the very bad habit of carrying off copies of the NATIONAL PETROLEUM NEWS to my house and leaving none here in the office available for the others who are interested.

"I wish you would send two additional copies. Then I think we will have enough to go around and if I catch any one of my assistants not knowing what is going on in the Oil Industry, he won't have the alibithat the only available copy of the News is at my house.

"I am enclosing check for \$5.00 for two subscriptions."

from letter on Tile in Cleveland Office





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liqui Wind line ing of several associations, the National Lumber Manufacturers Association recently began a campaign of education among lumber dealers to increase the selling of home building material by the time-payment financing of second mortgages. This plan is extensive; but it is based on general information, since even in the field of home buying very little is known as to the extent of time-payment purchases.

The total business of the building and loan associations has been estimated with fair accuracy; but this is a small and unknown part of the country's total business. The Bureau of the Census compiles statistics regarding the mortgaged property in the various States and the country as a whole; but there is no way of telling from its statistics what percentage of the mortgages represent the time-payment purchases of homes.

So it is impossible to collect more than a few facts concerning any important phase of the time-payment system. The entire subject is vague, and it can be best summed up probably, so far as its present development is concerned, by the words of one of the men consulted, an economist who has spent much time and effort in the retail field.

"Writers on the subject," he said, "generally assume that all of the automobiles sold on time payments are in the luxury class, and we know that they are mistaken. Many people who can afford to pay cash are buying cars on credit because credit is still reasonably cheap, and are using their cash money for other purposes. Many automobiles are also sold on time to salesmen, professional people, and merchants, for business purposes.

"We know that the extent of this business in the automobile retail field is very large, and that it would work a hardship on the entire industry if a change in general business conditions made liquidation of credits imperative. We know that retailers in many lines, assuming that money is going for cars which they should

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## Small Spaces

## "PUNCH"

THE question is sometimes asked, "Does it pay to use small spaces in 'PUNCH'?"

The following extract from a letter recently received from a valued Advertiser who uses quarter page spaces in "PUNCH" at regular intervals throughout the year gives the answer:

"'Mr. PUNCH' still enjoys my fullest confidence as a salesman of good things, and I have so far no reason to alter the opinion which I have held and also written for oper twenty years now.

Mine is of course only a small allocation of your pages, but that it is profitable I have proved over and over again."

## Advance Booking is always essential

MARION JEAN LYON
Advertisement Manager "PUNCH"
10, Beuverie Street,
LONDON, B.Cd., Res.

ing for cars which they should

have, are attempting to compete on a long-time credit basis, and that any competition not founded on commodities, qualities, service, and price is demoralizing and dangerous to those who engage in The only safe way to meet the condition is to offer better and more attractive values, and advertise them more extensively. We also know that the selling power of long-time credit rapidly decreases as its cost increases. And that's about all we do know on the subject. If you want me to give you any very much more definite information you'll have to come back to see me in about two years."

### H. T. Boulden with "Power Wagon"

H. T. Boulden, for nearly nine years vice-president in charge of sales and advertising of the Selden Motor Truck Corporation, Rochester, N. Y., has joined Power Wagon, Chicago, as vice-president, succeeding Stanley A. Phillips.

Beginning with its April issue, the size of this publication will change to five and one-half inches by eight inches.

### G. C. Jefferson Joins Mansfield Tire

G. C. Jefferson has joined the Mans-field Tire & Rubber Company, Mansfield, O., as advertising manager, effective March 1. Mr. Jefferson was formerly space buyer at the South Bend, Ind., office of Dorrance, Sullivan & Company, and was transferred to that agency's New York headquarters when the branch office was closed recently. office was closed recently.

### Buy "Jasper County Democrat"

The Jasper County Democrat, Rensselaer, Ind., has been purchased by Claude Kruzan, for several years publisher of the Tower Hill, Ill., Times; Charles E. Lohr, and Leroy Kurtz of Shelbyville, Ill.

### New York "Evening Journal" Appointment

J. N. Morency, formerly with the Chicago office of the New York World, has joined the Chicago advertising state of the New York Evening Journal.

### McJunkin Agency Has Hotel Account

The Hotel Pantlind, Grand Rapids, Mich., has appointed the McJunkin Ad-vertising Company, Chicago advertising agency, to direct its advertising account.

## Only Actual Sales Count

Returns from keyed advertisements in a two-year period prove long life of the Associated Tours Guide, an annual reaching motor car owners now in its tenth year.

A keyed advertisement in the 1923 Associated Tours Guide had sold 123 ten dollar (\$10.00) Automobile Club memberships up to December 8, 1923. In each case, a check or money order was attached to the coupon which had been clipped from the Guide.

A somewhat similar advertisement in the 1922 Associated Tours Guide sold 201 ten dollar (\$10.00) Automobile Club memberships up to December 8, 1923, without any follow-up campaign. 78 of these coupons came in in 1923 and 45 of them since the new Guide for 1923 was issued.

An advertising medium with this long life gives real copy a chance to get over.

E. P. THOMPSON, JR., Business Manager

### THE ASSOCIATED TOURS GUIDE

Published by The Automobile Club of America Also Publishers of "Motor Travel"

245 West 54th Street

**New York City** 

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## 4 in 1

a special, brand new direct mail idea developed on one of the forms of the "Adapt-Style" mailers, to be known as the "Adapt-Style 4 in 1" mailer



Opened it is a letter, advertisement, detachable return coupon, post-card or order blank. Closed it is an envelope ready for mailing. All on one—in one.

Self-enclosed, self-locking; no clipping, no sealing, no envelope needed. Will carry an enclosure; requires only *one-cent* postage.

### We will be pleased to furnish dummies on request and to submit prices upon receipt of specifications

You will also be interested in the other forms of the "Adapt-Style" mailers for your direct mail campaigns. Printed in any size required by copy, and carrying enclosures, they are remarkably out of the ordinary and offer unique advantages.

Let us tell you more about them

### Lobell, Priestman Company

Sole and Exclusive Printers of "Adapt-Style" Mailers
37 West Van Buren Street Chicago

## Selective Advertising

We are the first to recognize Selective Advertising as a field by itself—the first to name it—the first to devote a specialized organization to it.

SELECTIVE ADVERTISING gives business its emissaries—its quality entree to the quality prospect. It does this by applying every device of good art, good copy, good typography, good paper and good printing. Which means that it can best be done through [i] a direct mail campaign [ii] a book [iii] a window display [iv] store literature. To produce these, applied as Selective Advertising, we have the men—eminent not only in advertising, but also in the graphic arts. We have the equipment,—complete not only humanly, but also mechanically.

## Currier & Harford Ltd

Selective Advertising · 27 E. 31 · New York

Each month we issue "the most unique advertising piece on advertising." Most unique, because each issue is an entirely different demonstration of Selective Advertising. Selective advertisers gladly put on the mailing list.

### Courtesy and Efficiency

CENTRAL OF GEORGIA RAILWAY COMPANY
(Office of President)
SAVANNAH, GA., Feb. 14, 1924.
Editor of PRINTERS' INE:
I have just read, with a great deal of interest and pleasure, Amos Bradbury's article, "The Responsibility of Management to Be Courteous," in PRINTERS' INK of February 7

He has emphasized some important truths in forceful fashion. To my mind, there is no question of the fact that the spirit of an organization must be re-flected from the head, and too often busy executives are inclined to overlook the importance of courtesy.

think there has been a decided im-Trunk there has been a decided in the provement during recent years in the treatment accorded patrons of the railroads by employees who come in direct contact with the public. As of possible interest to you, I am attaching copy of a circular on this point that I recently issued.

issued. In some of your future discussions of this topic I hope you will link up the question of efficiency and courtesy. For instance, the ticket agent, when asked for information, might courteously express his regret at being unable to furnish it, but the better courtesy would be his ability to give the desired informa-tion cheerfully.

CENTRAL OF GEORGIA RAILWAY, L. A. Downs, President.

MR. DOWNS makes an inter-esting point in his last paragraph.

A mere surface courtesy can never take the place of courtesy combined with efficiency. Polish must be backed up with service upon real knowledge. Every man who has ever been delayed in a train and been unable to discover from any employee whether it was due to a cow on the track which was quickly being driven off or a severe wreck ahead which would mean a three hours' wait, will appreciate the following circular to which Mr. Downs refers.—[Ed. PRINTERS' INK.

To All Officers and Employees:
Your attention is again called to the importance of supplying the public with accurate information. The Central of Georgia has no secrets from its patrons.

To answer questions cheerfully and correctly is the best type of courtesy. Employees who come in direct contact with the public should bear this particularly

Ticket agents should know routes, rates and schedules. Train service employees can make journeys pleasant for our passengers by courteously giving the fact about hours of arrival and de-

parture, connections, etc. Station as should see that the bulletin boards Station agents should see that the bulletin boards are up to date and easily read. Central of Georgia trains are not often late, but when they are annoyance is lessened if agents take an interest in informing passengers of the facts. In the case of accidents, it is the duty of superintendents and supervisory officers to give full information of the exact situation full information of the exact situation to the newspapers and to other inquirers. Those handling freight traffic can serve shippers by advising them of the progress and arrival of shipments, whether the shipper ask for it or not.

Be informed about your work and ready to answer questions about it. Should some matters arise about which you are not informed it is better to refer the question to your immediate superior.

you are not informed it is better to refer the question to your immediate superior than to guess at a reply. This office issues monthly statements about general matters dealing with this railroad and with the national transportation situation. I am glad at any time to answer

tion. I am glad at any time to answer special inquiries.

The friendly relations between the public and the Central of Georgia have caused much favorable comment. That is a fine reputation. Let us try to live up to it and strengthen it. This can be done if each employee will always remember that he represents the whole railroad to the people with whom he comes in contact. The entire organization is judged by the conduct of the individual employee. Every employee has the opportunity to make a favorable impression that will be lasting by being always cheerful, courteous and prepared to give information.

to give information.
I am relying upon the co-operation of each of you in this important matter, L. A. Downs, President.

### New Campaign for Story & Clark Pianos

The Story & Clark Piano Company, Chicago, is planning an advertising campaign in the rotogravure section of company of the com campaign in the rotogravure section or newspapers in a number of cities. The Andrew Cone General Advertising Agency, New York, will direct this ad-vertising. The other advertising of the Story & Clark company will continue to be handled by the John Raybourne Bailey Company, Chicago advertising agency.

### R. H. Pogue Joins Cather Printing Company

Robert H. Pogue has joined the A. H. Cather Printing Company, Birmingham, Ala., as a member of the firm. He was formerly with the Dewberry and Montgomery Stationery Company.

### "Oildom" Changes to Daily Publication

Oildom, which has been published for the last twelve years as a monthly publication, has been changed to a daily paper. The main office has been moved from New York to Bayonne, N. J.



## The Herald of Prosperity

Every day along the Mississippi Gulf Coast rides a herald proclaiming current world events and the progress of industry.

This herald is the Daily H-rald, which enters more than 4,000 homes in a thriving commercial and resort territory. The Daily Herald proclaims varied kinds of merchandise which appeals to its readers—an unusually well-to-do class of buyers. It brings prosperity to national advertisers who have learned—by profitable experience—to use its columns for their selling messages.

## THE DAILY HERALD Gulfport Mississippi Biloxi

Gulfport Mississippi Biloxi GEO. W. WILKES' SONS, Publishers

### SELL BY MAIL

Direct to the Consumer

The Mail Order Business is the shortest cut to profitable sales.

## Mail Order Advertising

a monthly magazine filled with inspiring, constructive and instructive articles by the foremost men in mail order and advertising circles. Subscription price \$1.00 a year.

Specimen copy free on request.

MAIL ORDER ADVERTISING 7 So. Dearborn St. Chicago, III.

### Vigilance Committee Planning for Increased Activities

A PLAN for extending the scope of influence of the National Vigilance Committee of the Associated Advertising Clubs of the World will receive a preliminary trying out in the Seventh District of that association. This district includes the States of Missouri, Kansas, Oklahoma, and Arkansas.

William P. Green, associate director of the Vigilance Committee, presented the plan in an address before the recent Seventh District convention at Kansas City, and also at a special session of the club presidents at the same convention. The Ninth District, comprising Iowa and Nebraska, probably will be used also as experimental ground.

The plan looks forward to an effective network of Better Business Bureaus wherever advertising clubs are located. There are forty bureaus in the larger cities at the present time. The need, however, for contact with the smaller communities has been recognized as necessary to a comprehensive survey of advertising copy, and the intensive promotion of the "Truth-in-Advertising" ed-ucational work. The plan is excontrol pected to provide deceptive advertising and aid greatly in the elimination of fraudulent promoters.

Contact committees will be appointed by the advertising club presidents in the districts mentioned, to get the machinery of the plan in action. The National Vigilance Committee, in working out the plan, will appoint a special deputy for each city with the advice and approval of the local advertising club president. These deputies will make local advertising surveys; carry on the educational work of getting the Vigilance Committee's merchandising standards adopted; make investigations for the committee on matters having a national bearing, and eventually with its co-opera-

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## A Survey-free

Under the Title

### "The Present Building Shortage and Probable 1924 Construction"

we have published the results of a country-wide survey made through Chambers of Commerce.

The data includes a list of the kinds of structures needed, how many needed and where needed, with analysis and deductions, charts and graphs of vital import to everyone interested in the building field.

A copy will be sent, without charge, to any manufacturer of building products or to any advertising agency handling building accounts. Address

## Building Age and The Builders' Journal

239 West 39th Street, New York

Chicago—First National Bank Bldg. San Francisco—320 Market St.

## ESTABLISHING RECORDS

## Radio

Sunday, January 13, 1924, The New York Herald established a new Radio Magazine as a supplement to The Sunday Herald. It is the most comprehensive Radio Magazine, the most illuminating Radio Magazine, published anywhere. There is only one Best. The New York Herald RADIO is It. Advertising lineage has increased with each issue. Below is the record:

	Agate Lines
First Issue, Sunday, January 13	5,319
A Week Ago, Sunday, February 17	11,756
Last Sunday, February 24	. 13,720

## Gravure

The New York Herald now devotes more space to news pictures printed in Gravure than any other Sunday newspaper. In quantity, in quality, in interest, in manner of presentment, there is no better pictorial news printed anywhere. Gravure advertising in The New York Herald gets maximum reader attention.

Radio and Gravure in conjunction with all other attributes of a great newspaper, carry The Herald into the homes of the prosperous classes in metropolitan New York, the world's greatest market.

## THE NEW YORK HERALD

280 BROADWAY

NEW YORK

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tion and consultation will handle local cases.

The co-operation of advertising club members with the Post Office Department in advising it of enterprises suspected of using the mails to defraud, will be enhanced since the vigilance work is expected to save the department much labor in the sifting of duplicate and incomplete complaints.

### United Advertising Corporation Elects Officers

At the annual meeting of the United Advertising Corporation, New York, Edgar B. Wolfe, who for a number of years has been secretary of the company, was elected vice-president. Joseph A. Burrell, chief auditor, was elected secretary, and Oliver V. Ober, New Haven manager, and Charles W. Lapp, office manager of the Newark branch, were elected assistant secretaries.

were elected assistant secretaries.

Leonard Dreyfuss, was re-elected president, and Alfred V. Van Buren, treasurer

### New Advertising Business at Salt Lake City

A new advertising business has been formed at Salt Lake City, Utah, under the name of The Intermountain Advertising Agency, Inc. Weir Casady is president and Ralph Kreutzberger is secretary-treasurer.

### At San Francisco for N. W. Ayer & Son

Lewis G. Watson, who has been connected with the main office of N. W. Ayer & Son, Philadelphia, has been transferred to the service staff of that organization's new San Francisco office.

### Canadian Campaign for Sterno

Sterno of Canada, Ltd., Toronto, has commenced a small-space campaign in Canadian publications. Sherman & Lehair, New York advertising agency, is directing this advertising.

### Arthur Otis Joins Davenport Agent

Arthur Otis has joined D. A. Luscombe, Davenport, Ia., advertising agent. Mr. Otis, for the last two years, was in the advertising department of Bawden Brothers of that city.

## Munsey Newspaper Appoints J. E. Lutz

J. E. Lutz, publishers' representative, Chicago, has been appointed Western advertising representative of the New York Telegram and Evening Mail.

## DO YOU KNOW

a new sales outlet is easily available through a very limited

## **ADVERTISING**

appropriation? Not to every manufacturer, no, but for such advertisers as Horlick's, Cantilerer Shoes, Pepsodent, Fleischmann Yeast, Kellogg's Bran, Kinney Rome Bed Springs, Nujol, Lavoris, Philo Burt, DeVilbiss, Welch's Grapejuice, Mellin's Food and many others whose advertising we are carrying in The Journal of The American Osteopathic Association.

ADMITTEDLY, the osteopathic physician and surgeon and his family are good buyers. BUT—the "added punch" comes with professional advice and recommendations extended to hundreds of thousands of clients.

GET word-of-mouth advertising. No one has more influence in promoting the sale of articles for personal and intimate use than the professional man of recognized authority and responsibility.

HE pays 50 cents a copy for

## THE JOURNAL OF THE AMERICAN OSTEOPATHIC ASSOCIATION

623 S. Wabash Ave., Chicago
An Eighty-Page Journal

### CHICAGO REP. ALLEN MONTAGUE

It takes four years special college training beyond high school, to prepare an osteopath to take the regular state board examinations to practice. In our eight colleges are 2,000 students.

### Award Prizes for Essays on Consumer Purchasing Power

Consumer Purchasing Power Professor William A. Berridge, of Brown University, Providence, R. I., has been awarded the first prize of \$1,500 in a contest conducted by the J. Walter Thompson Company, New York, for a discussion of the subject, "A Statistical Index of the Purchasing Power of Consumers in the United States." Mr. Berridge's essay was entitled "An Index of the Incomes of Factory Workers" and was prepared with the assistance of the staff of the "Brown Bureau of Business Research." Research."

Research."

A second prize of \$800 was awarded Miss Emma A. Winslow, West View Park, Riverside, Conn., for an essay entitled "Contributions from Budget Studies to the Construction of a Statistical Index of the Purchasing Power of Consumers in the United States."

Richard A. Flinn, chief, Division of Employment, New York State Department of Labor, was awarded the third prize of \$500 for an essay recommending the State Employment Office Index.

The judges of this contest, which was conducted to develop methods and material of definite use in accurately measur-

rial of definite use in accurately measurrial of definite use in accurately measuring consumer purchasing power, were: Professor R. E. Chaddock, Columbia University, chairman; Professor Allyn A. Young, Harvard University; A. Lincoln Filene, treasurer, Wm. Filene's Sons Company, Boston; Henry S. Dennison, president, Dennison Manufacturing Co., Framingham, Mass., and Stanley Resor, president, J. Walter Thompson Company.

### Joins Barnsdall Tripoli Corporation

Howard W. Robins has been ap-pointed general manager of the Barnsdall Tripoli Products Corporation, Barnsdall Tripoli Products Corporation, New York, manufacturer of household products. He was formerly merchandising manager of the New York American and was at one time associated with the Borden Condensed Milk Company and the General Chemical Company. More recently he has been with Cosmopolitan.

### Maryland University to Teach Production Methods

The College of Commerce and Business Administration of the University of Maryland, College Park, Md., has added a new course on modern production methods to its curriculum. The course is called Industrial Organization and Management and will be directed by Edward J. Kunze.

### Wico Electric Account for Springfield Agency

The Wico Electric Company, Spring-field, Mass., manufacturer of Wico magnetos, igniters and batteries, bas placed its advertising account with the Francis M. Waters Advertising Agency of that city. Magazines and business papers will be used in a campaign which is now being prepared.

### "RADIO ON THE FARM"

is a new page feature just added to

### Rural Life and Farm Stock Journal

and when we tell you it is conducted by Will W. Zimmer, publisher of that popular magazine in the radio field, entitled



it is sufficient guarantee that the 42 year old policy of RURAL LIFE for the Betterment of Farm Life is being strictly upheld to the highest degree.

The same opportunity accorded general advertisers, namely 60,000 circulation at the unprecedented rate of 35c an agate line, is now open to Radio Equipment Manufacturers.

You cannot afford to overlook the farmer's buying attitude in the territory RURAL LIFE so thoroughly covers; can you?

#### RURAL LIFE PUBLISHING CO., Inc. Rochester, N. Y. 8 North Water St.

THOMAS H. CHILD, Fuller Building, New York City Western Representative:

HARRY R. FISHER, Mallers Building, Chicago, Ill.

## FASHIONABLE DRESS

The Magazine for Milady

announces the appointment of

DORR and CORBETT

as

New England Representatives



Fashionable Dress Publishing Co., Inc. 250 Fourth Avenue New York City

Eastern Representatives New England Representatives Western Representatives RUFUS FRENCH INC. DORR and CORBETT Old South Building Boston, Massachusetts 1133 Broadway New York City

COLE and FREER Peoples Gas Building Chicago, Ill.

J. M. SHAPIRO, Advertising Manager

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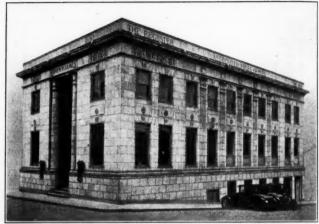
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One of the finest equipped newspaper plants of its size in America

## DANVILLE, VIRGINIA REGISTER and BEE

Morning

Evening

Sunday

Member Associated Press Member Audit Bureau of Circulations
Metropolitan Features

### LEADERS IN CIRCULATION and ADVERTISING

Circulation
Register-Bee . . . . 12,869
Sunday Register . . . 8,300

A. B. C. Audit Sept., 1923

10.62% INCREASE OVER 1922 Advertising Lineage

1923 . . 5,274,970 1,554,742 1922 . . 4,907,756 1,262,296

367,214 292,446

INCREASE 7.28% -23.16%

Advertising Rate 5c Per Agate Line, Flat Covering Morning and Evening or Evening and Sunday

MERCHANDISING SERVICE DEPARTMENT
Efficient Co-operation Trade Surveys

Rorer A. James, Jr., Owner and Publisher H. B. Trundle, Business Manager

National Representatives:

CHAS. H. EDDY CO. New York—Boston—Chicago GEO. M. KOHN, Inc. Atlanta, Ga.

## An American Idea Builds Mail-Order Business in Argentina

A Strictly American Novelty, Transplanted to the Argentine, Grows from Retail Store to Sizable Mail-Order Business

AN idea that had its inception at Brockton, Mass., has been transplanted to Buenos Aires. It is proving as successful in that South American city as it did in

New England.

L. V. Nicholson is the Burbank Mr. Nicholson in this case. reached Buenos Aires five years ago in the consular service of the United States. He was impressed with the fact that a large portion of the candy sold in that city was It requires at least imported. three weeks, and usually a month or more, to ship confections from either the United States or Europe. Naturally the candy can-not be fresh. Mr. Nicholson also noticed a great lack of such candies as fudge, marshmallows and the simpler and more healthful kinds.

All this gave him an idea which attracted him more than the consular service. He returned to the United States, bought supplies and equipment and returned in the autumn of 1920, ready for business. His first store was located close by the "Fifth Avenue"

of Buenos Aires.

The budding candy manufacturer realized that novelty must be the pivot of his new enterprise. The plan he hit upon as having the greatest novelty appeal consisted of nothing more than a machine systematically pulling into edible form great masses of taffy, running it in long strings through another part of the machine which chops it into small pieces and wraps it cleanly in colored papers, depositing it finally in a basket below. The machine is placed in the store window and the floor of the window is generally filled to overflowing with the finished product-wrapped kisses.

The Argentine is of a curious, investigative nature. He is never in a hurry. He always has time to linger for diversions out of the

ordinary. So Nicholson chose the simplest and cheapest of all his wares—the Kandy Beso or Kandy Kiss—as the star actor in his selling drama.

#### GETS THE CROWDS

From the first day the little shop was opened there was always a swarm of bystanders about the window. They trickled into the store to test the Kandy Besos. Some of those who entered, remained to buy other fresh candies, such as fudges, chocolates, marshmallows and similar delicious candies, attractively displayed in spotless glass showcases.

While the window display was bringing in its toll of buyers, newspaper and magazine advertising was working faithfully as well. Before the opening, small but unique advertisements appeared in English and Spanish publications. They were usually of one-column size, and six or seven inches in depth. At the head of each was a Kandy Beso and the reader was invited, in a cordial, second-person way to come to the Beso shop and buy Besos for himself and for others.

When the Christmas and New Year holiday season was over, business slackened a little, but Nicholson continued his advertis-The copy continued to feaing. ture the Kandy Beso, but also mentioned fudges and American candies. Not long afterwards a second store was opened in a more favorable loca-This store paid better than the first. During the summer sea-Nicholson established another branch at Mar del Plata, the Atlantic City of the Argentine, where he taught the Four Hundred of Buenos Aires and their friends to eat Besos and fudge. His latest venture is a real, honest-to-goodness American soda

### PRODUCTION CHIEF WANTED

An advertising agency seeks a thoroughly seasoned executive to head the production department - a man with a complete knowledge of art work, layouts, typography and the handling of print production. A splendid opportunity for a real executive. All letters giving full information will be treated in strict con-Write fidence. Box 280. PRINTERS' INK.

### SECRETARY WANTED

The Chief Executive of an Advertising Agency seeks the services of a competent young woman. She must be quick, thorough and intelligent, and an excellent hand at stenography and typing. All letters should give full particulars of past work. Address "R," Box 283, Printers' Ink.

fountain and ice-cream parlor. Never before had Buenos Aires seen anything of the kind.

Kandy Besos and fudge and chocolate and the other American candies have become so well known that there is a demand for them all over the Argentine Republic and even in Chile, Uruguay, Paraguay and Brazil. They are now on sale in all the cities surrounding Buenos Aires where candy of that sort is sold. Nicholson is inaugurating an interesting and paying mail-order business which is carrying his candies into the highways and byways of South America.

Here again an American idea is being transplanted to foreign soil. Many of our retail stores do tremail-order businesses. mendous Usually the mail-order end consists of carrying out commissions for favored customers or filling orders for out-of-town friends of patrons. Then its possibilities are realized and although the mailorder end generally remains only an annex to the retail store it mounts, in annual volume, to sizable proportions. Nicholson has seen one American idea take root and flourish in Argentina and he sees no reason why another, if soundly planned and executed. should not bloom likewise. Of course he will lean heavily upon advertising, as he has already done, to blaze the trail and overcome the opposition which a new idea is bound to encounter.

He is continuously working to retain the interest of his customers and to attract new buyers by introducing new novelties. His latest specialty is the all-day sucker which he has rechristened Kandypops. They are an innovation in the Argentine and are a great attraction to children.

The policy of steady advertising has never been changed. Some features have been altered slightly, but the direct, friendly, personal style of appeal remains untouched.

The Brown Stamping Company, Toledo, O., specialties and metal ware, has placed its advertising account with Myers-Beeson-Golden, Inc., advertising agency of that city.

## The End Crowns the Work

Advertising isn't the end, it is the means.

In advertising service, as in men, results speak louder than words.

Rather than proclaim our achievements we prefer that our clients tell you in what measure we have contributed to the success they enjoy.

Here are their names. Ask them.

And then, if you are interested in real advertising service, may we have the privilege of telling you the work we can do for you?

The City Ice & Fucl Co., Cleveland, O. Distillata. "Hyktas" Ginger Ale, Coal, Ice. The Columbus McKinnon Chain Co., Columbus, O. Tire Chains and Industrial

Chains. The Continental Jewelry Co., Cleveland, O. Wholesale Jewelry.

The Cook Motor Co.,
Delaware, O.
Gasoline Engines.
The W. A. Goldsmith Co.,
Cleveland, O.
"Goldette" Bloomers.

The Grasselli Powder Co., Cleveland, O. Explosives.

The Lion Knitting Mills Co., Cleveland, O. Are Knitted Caps. Lion Sweaters.

The Martin-Barriss Co., Cleveland, O. Hardwood Lumber,

The National Agstone Assn.,
Columbus, O.
Agricultural Lime Stone.
The Tropical Paint & Oil Co.,
Cleveland, O.,
Paints, Varnishes, Enamels.

The Vichek Tool Co., Cleveland, O. Mechanics Tools, Tool Kits. The Wooster Brush Co., Wooster, O. Paint and Varnish Brushes.



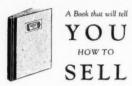
### The John S. King Company Advertising Merchandising

Cleveland, Ohio

J. S. KING President

J. P. GARVEY Vice-President

H. L. COREY Secretary



through the cheapest and farthest-reaching medium

### DIRECT-MAIL ADVERTISING

Six Addresses by John H. Wright and others

The very last word on Direct-Mail methods containing six addresses on this wonderful subject, delivered by many eminent authorities, at an all-day convention of the Advertising Club of Baltimore.

BOARD BACK \$1.25 6x9 INCHES

NORMAN T. A. MUNDER & CO INC. Publishers

109 MARKET PLACE BALTIMORE

### Unusual Sales Opportunity

The "New Idea In Business," originated by this corporation has been pronounced by present users to be one of the most outstanding business developments of the past century.

The creation is a Business Service —the only one of its character in existence. Manufacturers, wholesale and retail merchants have always felt the need for such a product. Its utility has been proved over a period of several years with the result of obtaining strong endorsement from leading industries and executives in their fields.

We are now expanding our organization and appointing sales representatives in every section of the United States. Earnings in any locality should range from \$6,000 to \$12,000 per annum. An annual renewal feature provides the opportunity to build a lifetime source of income.

This is an unusual opportunitythe Service is an unusual Service, and the corporation behind it has been located at the same address for 25 years. Address Sales Manager, Box 1027A, 1133 Broadway, New York.

### Tie-up Sea Food Advertising with Health Bureau Action

A special application of the health A special application of the health appeal and a tie-up with action taken by the Rochester Health Bureau is made in the newspaper advertising of Veteran fish foods by Brewster, Gordon & Company, of Rochester. The copy used is addressed to mothers concerning the susceptibility of their daughters

ing the susceptions, to thyroid gland disorders.

The Health Bureau is attempting to counteract the prevalency of such trouble by placing iodine in the city drinking water. The advertisement points out that this amounts to as little as one-millionth of 1 per cent, whereas sea food contains comparatively large amounts. The recommendation of Dr. sea food contains comparatively large amounts. The recommendation of Dr. Donald K. Teasler, U. S. Bureau of Fisheries, that sea foods should be eaten three times weekly, is given, and it is pointed out that Veteran shrimp contains 100 times as much iodine as beefsteak, and Veteran crab meat, fifty times more iodine.

### John V. Hecker Dead

John V. Hecker Dead
John Valentine Hecker, former president of the Hecker-Jones-Jewell Milling
Company of New York, died last week
at Greenwich Comn. at the age of
seventy-six. Mr. Hecker Joined George
V. Hecker & Co., New York millers, in
1874, becoming president in 1888. In
1892 when the Hecker company was
merged with the Jones-Jewell interests,
he became president of the consolidated
company, from which position he retired
in 1897. in 1897

### Art Fibre Account for H. & J. Stevens

The Grand Rapids Fibre Cord Company, Grand Rapids, Mich., art fibre products, has placed its advertising account with The H. & J. Stevens Company, advertising agency of that city. Direct mail and vocational publications will be used in a campaign principally directed to schools, hospitals, sanadirected to schools, hospitals, toriums, and similar institutions.

### Reduction in Number of Standard Forged Tools

A reduction from \$49 to 365 in the number of types of forged tools was decided on at a conference held at Washington under the auspices of the Division of Simplified Practice, of the Department of Commerce. The recommendations adopted were closely in line with those previously made by the Forged Tool Society.

### Made Vice-President of "Yachting"

Earl D. Grimm has been elected vice-president in charge of advertising of Yachting, New York. Howard W. Dex-ter has been appointed Western repre-sentative with offices in Chicago. He was formerly Chicago manager of Building Materials, Detroit.

## A Trust Company

wants an

## **Agency Connection**

Would you be interested in a contract for \$200,000 of advertising?

In the reorganization of an out-of-town Trust Company, whose Charter was granted in 1871, we feel we need the services of an expert in the advertising field.

Branch offices will be opened for the distribution of GUARANTEED REAL ESTATE BONDS.

There will be an opening on the Board of Directors for the man who can qualify both from the standpoint of proving he can handle our advertising and can also financially qualify as a Director. We would prefer an official of an established, nationally recognized agency.

Interview with principals can be arranged by communicating with our attorney—

Inglis E. D. Cameron

Suite 813

Pershing Square Building New York City

Telephone: Murray Hill 1409

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## New England—An Ideal Territory to Concentrate On

On a basis of savings and income tax returns New Englanders have more money to spend than consumers in other markets of the country.

New England, with only seven per cent of the total population of the United States, has to its credit more than forty per cent of the country's savings deposits. New Englanders pay Uncle Sam over ten per cent of his total receipts on income taxes.

What does this mean to you? Simply this—here is a market, highly concentrated in population and wealth, whose consumers can be appealed to through one medium —Newspapers.

Here are fifteen papers published in fifteen strategic distributing centers that enable you to blanket practically the entire New England territory at a minimum appropria-

A campaign of advertising in these markets will introduce your wares to consumers and dealers who purchase quality merchandise because they have the money to pay for it.

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER Daily and Sunday Cir. 37,063 P. O. Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening) Daily Cir. over 10,829 A. B. C.—3c copy Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS

Daily Circulation 28,400 P. O. Member A. B. C. Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE Daily Circulation 22,393 P. O.—2c copy Population 70,000, with suburbs 100,000

MERIDEN, CONN., RECORD Net Paid Cir. 7,255 A. B. C.—3c copy Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS Daily Circulation 12,096 A. B. C. Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL Net Paid Circulation 11,191 P. O. Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM
Daily Circulation 16,643 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD Daily Circulation 32,425 A.B.C.—2c copy Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,702 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION Daily Circulation 64,783 A.B.C.—2c copy Population 129,563, with suburbs 425,000

TELEGRAM GAZETTE WORCESTER, MASS. TELEGRAM GAZETTE Daily Circulation 80,506 P. O. Population 193,666, with suburbs 350,000

PAWTUCKET, R. I., TIMES Net Paid Circulation 25,070 A. B. C. Serves territory of 140,000

BRIDGEPORT, CT.
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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### Chain Stores Report Larger Sales for January

The J. C. Penney Company, Inc., national chain stores, reports gross sales of \$3,467,675 for January, as against \$2,799,535 in January, 1923. The National Department Stores, Inc.,

The National Department Stores, Inc., reports gross sales for January, 1924, of \$4,920,562 as against \$4,284,073 for the same month last year.

### Toronto Publications Appoint

New York Representative George F. May, New York, has been appointed to represent *The Canadian Druggist* and *Leathercraft*, both of Toronto, in the New York territory, which includes Philadelphia.

### Multibestos 1924 Advertising

The Multibestos Company, Walpole, Mass, will use fifteen magazines to reach the consumer in 1924, according to plans announced to the trade. The interlocking weave of Multibestos brake linings will be featured.

## A. J. Byles Heads Tide Water

Axtell J. Byles, vice-president of the Tide Water Oil Company, New York, has been elected president, succeeding George P. Slade, resigned.

## Portland, Maine

## and its immediate trading territory

form the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best in the United States in proportion to its population.

In this zone

## the Evening Express

"The paper that goes home!"

has, by far, the

## Largest Circulation

of any daily paper

### The Sunday Telegram

has the largest Sunday circulation east of Boston

Foreign Representatives

The Julius Mathews Special Agency Boston New York Detroit Chicago

## The Meriden Record

Dominates Meriden and Wallingford, Connecticut

It covers like a blanket a field of 50,000 Population

90 per cent of The Record's circulation goes into the Homes.

95 per cent of the Total Circulation is delivered within an 8-mile radius of Meriden City Hall, thus making The Record's so-called "Suburban Circulation" actually City Circulation.

Record advertisers get not only The Largest Quantity of Circulation, but the Best Character of Circulation as well.

The Record's Milline rate is the lowest in the city.

GILMAN, NICOLL & RUTHMAN, Advertising Representatives
New York Boston Chicago San Francisco

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## PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6590, President and Secretary, J. I. Romer. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, Douglas Taylor, Manager. Atlanta Office: 704 Walton Building, Ggo. M, Kohn, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 (or six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates; Page, \$100; half page, \$50; quarter page, \$25; one inch. minimum \$7.70.

Classified \$5 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor

C. B. Larrabee Bernard A. Grimes
E. B. Weiss August Belden
Ralph Rockafellow

Chicago: G. A. Nichols D. M. Hubbard London: Thomas Russell

NEW YORK, FEBRUARY 28, 1924

Then We'll Several attacks, one in the United State's Senate, have recently been launched on the price of bread. It was said that nine cents, the prevailing cost of a loaf of bread, was too high and that it was time we returned to the pre-war price of five cents.

We are not prepared to say whether nine cents is too much or too little for a loaf of bread. But we do want to take issue with the implication of these eminent investigating bodies that the value today of a standard loaf of bread is no greater than it was several years ago. If that old-time bread was worth five cents, our present baker's bread should be selling at the price of fruit cake. It is not the same commodity at all.

We were recently reading "Some Problems in Current Economics" by M. C. Rorty, the well-

known economist-engineer, and were impressed with one statement he made. He said:

"The quart of milk which is Pasteurized and delivered in a sanitary glass jar is not the same article as the quart of milk, plus assorted bacteria, that used to be ladled from the farmer's milk can."

Mr. Rorty then makes several other similar comparisons. He shows that telephone buying, automobile delivery, and sanitary and housing laws make products very much different from what they used to be. Certainly these things add greatly to the cost of a product.

This is most assuredly true of The quality of bread has been vastly improved during the last few years. Baking processes are better. Tremendous improvements have been made in the handling of the product from the sanitary standpoint. Bakers today use very much better ingredients than they used to. Millers inform us that formerly bakers bought flour on price, usually buying an inferior grade. Now they demand the best grades. Today most bakers pack their bread in sanitary wrappers. Formerly it was left unwrapped and thus was subject to every sort of contamination.

We are sure that most wellknown brands of bread of today cost so much more to produce than did the so-called bread of yesteryear that it would be impossible to sell the standard loaf for nine cents, were it not for the fact that advertising builds tremendous demand for certain brands and thus makes large production on a standard size pos-Large scale production sible. keeps down the cost. That explains the consolidations that have been taking place in the baking business. The small operator is no longer able to produce the standard loaf of bread profitably. Hence small bakers have been finding an outlet for their energies in the production of rolls, muffins, cakes and other specialties

The public today would not tolerate the low quality five-cent

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loaf that existed years ago. The public is unalterably opposed to any lowering of food standards. If Senator La Follette wants the kind of bread that bakers used to knead with their bare feet, he is welcome to it. We'll eat cake.

There is growing Unanswerup in business a able species of execu-**Ouestions** tive that someone recently referred to as a "statistical hound." If we may be permitted to jump from a zoological to an entomological metaphor, let us say that these fellows are "bugs" on getting all sorts of exact statistical lore about advertising, selling and in fact about business in general. They are cousins to that other group of mathematical gymnasts which Heywood Broun, of the New York World, calls "statistic layers." They are always laying out statistics to the sun and back or around the world, or are piling them up beside the Woolworth building.

We are frequently asked, for instance, how big an advertisement should be, or how many times an advertisement should be run before it begins to pay. Again we are asked what percentage of people will answer an advertisement the first time they read it, what percentage the second time, the third time and so on. In fact that word "percentage" seems to have become the great enigma of selling world. Inquirers clamor to have their questions answered in exact percentages. For example: "Just how much, measured in percentages, do men in-fluence the purchase of washing machines?" "I have heard that women exert a 78 per cent influence in buying automobiles. Is this true?" "Is it 80 per cent or 85 per cent of the businesses that failed that did not advertise?" "Just what percentage of his sales should a man in my line put into advertising?"

These questions are not hypothetical. They are samples of actual queries, which we frequently receive.

Of course these questions cannot be answered, except with a lot of but's, whereas's and it depends. These queries belong to the ages, like the puzzle of the Sphinx. They are in a class with such questions as, "How many angels can dance on the point of a needle," to which the learned medieval schoolmen devoted their lives and died no nearer the answers than when they began.

The mistake these inquirers make is in assuming that business is an exact science. Of course it is not. Until it is, many questions regarding it cannot be answered exactly. They can only be answered relatively. "Relatively," is a good word for any business man to keep in mind. It will keep him from coming to cocksure conclusions on debatable issues.

Salesman and Company Have Mutual Investment It is customary for sales managers and other executives to speak of the investment in time and money which

the company has in a man. This investment on the company's part is not only the amount of money necessary to train a new man, but to get him started to replace the other. A man who has put in three, four or seven years with his company is worth far more to that company than any other man with a similar amount of ability who has just been trained to replace him.

It is the sales manager's job to handle this investment in order to get for the company the greatest possible dividend. But the salesman also has a definite and tangible investment in his own company. He puts in a certain number of years at the best period of his life absorbing the company's ideas and working to secure business for it. He gets in return for this his salary check, but he also gets experience, poise and a knowledge of how business is conducted. If he puts in his time honestly he is a better man when he leaves almost any place.

The company has an investment in the man; the man has a definite investment in the company. It is thus up to every salesman to see whether he is making the most of his investment before he thinks of moving on. It is this idea of a mutual investment which enables the manager and the men to come to a closer and more workable understanding.

Two men who meet in the smoking compartment of a train find that they are both stockholders in the same shoe factory and have much to talk over in common. When both the sales manager and the men in his department realize that they have a mutual investment in each other and the company, they can approach the various problems of credit, expenses, delivery, quality, prices and a score of others which affect them both with the realization that the solution of all problems is going to make mutual investment more profitable.

When two men have the same investment there is more need and more reason for co-operation. A realization of this mutual investment makes co-operation more profitable.

Charles E.
Butler on
Quantity
Discounts
dropped dead at February 15.

Charles E. Butler, vice-president of Brentano's, "Booksellers to the World," this desk Friday,

PRINTERS' INK received a letter from Mr. Butler the morning that he died. For several months we had been in communication with him with reference to the question of quantity discounts. Butler had long been agitated over the injustice of the quantity discount system as it prevails in the book trade. In his last letter he wrote us that he planned to make a "forceful appeal for the adoption of the flat rate price plan at the next Booksellers' Convention in May." He wanted references to the various articles which PRINTERS' INK has published, telling what action has been taken on this question in other fields.

We have intended for some time to comment on this subject, but regret exceedingly that our comment has to be prefaced with a notice of Mr. Butler's death.

Mr. Butler told us that "the special terms of quantity discounts as practiced by the book trade of the United States" are:

1 to 5 copies 33½ per cent 5 to 10 " 36 " " 25 to 50 " 38 " "

50 to 100 " 40 " "
250 copies or over 40 per cent and an extra one or two cents per copy.

The unfairness in this schedule is that it gives the large buyer an advantage of about 7 per cent over the smallest buyer. This advantage is a constant temptation to the price-cutter. Also the schedule is likely to tempt the small dealer to over-buy, with the assurance that if he cannot sell the quantity at regular prices, he can move it by cutting prices.

But Mr. Butler used to tell us that over-buying is not the worst effect of the system. Its most harmful influence is that it causes dealers to let their stocks run out before the demand for a book has exhausted itself. Furthermore, unless there is a strong demand for a book, a dealer may not stock it at all, or he may order five copies and let it go at that, even though he could have sold several times five copies if he had it on display. The system, we are told, is all the more vicious in its results because the average book dealer is a very small operator.

Just the same, this whole question of quantity discounts is one on which it is most difficult to take a decided stand. In many lines experience has demonstrated that a flat price system encourages hand-to-mouth buying and thus increases the manufacturer's selling cost.

Nevertheless the tendency is away from the quantity discount plan of selling. In most lines it causes more evil than good.

### James M. Segl Joins Philadelphia Agency

James M. Segl, formerly associated with the advertising department of the R. M. Hollingshead Company, Camden. N. J., has joined the Commercial Advertising Service of Philadelphia.

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## Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

123 WEST THIRTY- SECOND STREET

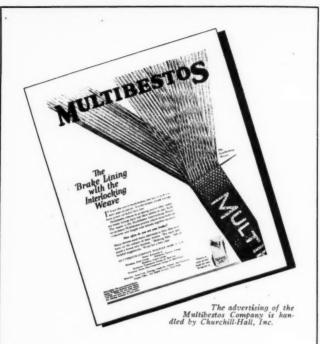
New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPERLATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co. Johns-Manville Incorporated Western Electric Co. American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"



## Multibestos Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:

NAME	TITLE	WEEKLY	MONTHLY
Stoughton Bell	President	Yes	Yes
C. W. Bunker	General Mgr. & Treas	. 66	44
E. C. Benway	Assistant Treasurer	44	4.6
E. C. Miner	Sales Manager	44	66
A. J. Roemer	Assistant Sales Manager	r 66	6.6
S. E. Shepard	Assistant to Mr. Mines	r	64
J. H. Peebles	Assistant to Mr. Mine	r 46	66

Information furnished by the Multibestos Company

## Letters from readers of Printers' Ink and Printers' Ink Monthly

United States Hoffman Machinery Corp.

We have several subscriptions of PRINTERS' INK which come to this address. The writer has a personal subscription, and we were very much interested in the article in the November 1 issue.

E. D. STOCKER,

President.

Calumet Baking Powder Co.
PRINTERS' INK has always

PRINTERS' INK has always been looked upon by every executive in our organization as being a help to all of us, and there is not a member of our executive staff who does not look forward with anticipation each week to getting hold of PRINTERS' INK.

CALUMET BAKING POWDER CO.

Ajax Rope Company, Inc.
Many of the ideas which
have made this company America's most progressive rope
company were born out of this
constant study of PRINTERS' INK.

Your publication has untied some of our knotty problems for us and we view it as an indispensable part of our weekly life.

M. L. CHAPMAN, General Sales Manager.

Johnson, Read & Co., Inc.
Your plan of showing how
other manufacturers have solved
their advertising and selling
problems has made PRINTERS'
INK MONTHLY of great practical value both to agencies and
advertisers.

CARL P. JOHNSON, President.

Skinner Irrigation Co.
Practically all articles in
PRINTERS' INK MONTHLY are
helpful. It makes a darned
good bit of reading every month.

P. H. BRIDGE, Secretary-Treasurer. Dennison Manufacturing Co.

While my name does not appear on your regular list of subscribers, there is never a week goes by but what I see at least one copy of your paper.

There is no question regarding the value of PRINTERS' INK, and I will be very glad to have you enter my name as a subscriber and have a copy sent to my home address.

G. V. S. CARROLL, General Sales Manager.

Western Waxed Paper Co.
Both your Weekly and
Monthly publications come to
my house address. I want
them to reach me where I can
devote the necessary time to
reading all your interesting, inspiring and instructive articles.

You have wonderful publications, and you can bank on me as one of your loyal, enthusiastic boosters for PRINTERS' INK. W. W. DRESSER,

Sales Manager.

J. H. Cross Co.

PRINTERS' INK MONTHLY contains many valuable articles. I feel that you are doing a good job and sincerely hope it will continue to be as good in the future.

J. H. Cross.

President.

Lyon & Healy, Inc.

I think PRINTERS' INK is to be commended on getting out, at the present time, the most interesting numbers in its long career.

Benjamin Jefferson, Advertising Manager.

Montauk Paint Mfg. Co. I have been a PRINTERS' INK subscriber for a full twenty-five years—since September, 1898.

FRANK E. CORNELL, Secretary-Treasurer and General Manager.

## The Little Schoolmaster's Classroom

HANGING the size of the sales unit to fit a new market has long been a successful method for building increased sales. The baby grand piano, the portable typewriter, the lilliputian kitchen cabinet and scores of similar abbreviated products have been made to fit a pressing need. But if apartment rooms are small, so are our big city streets crowded. Street congestion is a real and pressing problem. The Schoolmaster is glad to pass on for the benefit of some member of the Class who is a bodymaker or is equipped to build truck bodies, a suggestion made by a New York business man, quoted by the New York Evening Journal. "What is needed most," this man says, "is a street constructed with as much width as possible, free for the use of other vehicles. The most stupid thing in our present system is loading and unloading automobile and horse trucks at the rear end. This makes it necessary for the truck to back up against the curb and obstruct the street space a distance equal to the full length of the truck. It would be simple, less expensive and more convenient to have trucks opening at the side, so that they might stand lengthwise beside the sidewalk, to be loaded and unloaded with the least possible obstructing of the street."

Here is a good suggestion for some truck or body manufacturer, offered by a man who looks on the business with outside eyes, but with a real idea of service to the The investigator in any large city would find that a large part of the congestion which adds to the high cost of doing business and seriously delays distribution, is due to this blocking of the city's arteries by trucks which load and unload at the rear end, presumably because changed street conditions have not inspired truck builders to create a changed product to meet them. Changing conditions demand

new products, which then have the most interesting talking points in the world. The Schoolmaster awaits with interest the first piece of copy from the suggestion he is passing on.

Recently, the Schoolmaster read of a certain salesman of a cash register company who was calling on an unusually antiquated cross-roads storekeeper. The retailer listened attentively enough but when the salesman finished his presentation the only reply he could get to his insistent demand for an order was: "Ain't got no use for it, stranger." "But," countered the cash register representative, "how are you going to keep an accurate record of your sales?" "I got a way that suits me," was the reply. "Every time I sell anything I cut a notch in the counter."

It may seem a long cry from this retail aborigine to the business correspondent who insists on unnecessarily marking his letters "Personal." To the Schoolmaster's way of thinking, though, the two are in practically the same stage of decrepitude. Of course there are times when it is advisable to use the personal designation. If the Schoolmaster's mail is any criterion, however, the contents of the majority of envelopes marked "Personal" are in no wise confidential. Were this all there was to the subject, these lines would perhaps not be justified. But that word "Personal" when typed in red or written in large letters on correspondence en-velopes can cause no end of trouble. In the first place, if the individual so addressed is away from the office, a reply is delayed. Business may be lost as a result.

More important, though, is the fact that vital communications may remain unanswered. For example, the president of a manufacturing concern told the Schoolmaster the following story. "Our Atlanta manager." he related,

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250 of these cards were sent to a selected list with the advance announcement of this new service.

## DIDYOU GET ONE!

THE portfolio describing this new MERCHANDISING PLAN includes a copy of the book—a School Book used by 80% of the schools throughout the country.

### It Offers-

Circulation in any amount from 100,000 to 2,000,000 children, 10 to 14 years old—distributed nationally, sectionally, or according to population of towns and cities.

With this circulation a complete list will be provided showing exactly where every copy containing the advertiser's page has been sent.

THIS IS THE ONLY SCHOOL BOOK WITH WHICH SUCH A SERVICE IS OFFERED.

-And the rate is one-half the usual rate for advertising in other types of School Books.

These books will carry only four pages of advertising and the United States Rubber. Company and The Jell-O Company, Inc., have already ordered.

If you can't find your return card, write us on your letterhead and the Merchandising Ptan will be sent without obligation.

### EDUCATIONAL ADVERTISING Co., INC.

Exclusive Representatives of School Book Publishers

1018 So. Wabash Ave. CHICAGO 1133 Broadway NEW YORK

Advertising/School Books

## An Opportunity

HERE is a case where the opportunity depends upon the man who seizes it. There is practically a virgin sales field for direct advertising in a large manufacturing community close to New York. To the man who can build up a following among these manufacturers the remuneration should be attractive.

We have a number of sales ideas which await only vigorous development by a capable man. To such a man we can offer the facilities of the largest printing house in the community and other facilities of the nature required.

Our organization is composed mainly of vounger men and the proposition would probably appeal to a younger man with an eve to the future. The man we have in mind should possess the sales and advertising instinct and should have had sufficient experience to give him practical ability along both lines.

Replies will be treated confidentially. State experience, age, etc. BOX 138, PRINTERS' INK.

"was seriously hurt in a railroad \*\*\*\*\*\*\*\*\*\* accident some distance from his His assistant was home town. notified and wrote our general manager at headquarters. marked his envelope 'Personal.' The general manager was out of town. It was four days before he returned and the letter reposed, unopened, on his desk. All that time our Atlanta man was in the hospital without a word from us. I can assure you the situation was far from pleasant on both sides, I have since given instructions to all of the staff to exercise great discretion in using 'Personal' on envelopes and I hardly believe there will be a repetition of the occurrence."

Similar instructions, it seems, would be worth while in a number of other organizations.

It was a little over a year ago that one of the members of the Class dropped in for a friendly talk with the Schoolmaster. He has just finished a swing around his circle of cities in the North Atlantic States. While in Boston someone had told him that the patents of the Gillette Safety Razor Company had recently expired, and he was full of dire predictions as to the immediate future of the company. New competition of the cut-throat variety -foreign goods - dumping, and all that sort of thing. The Schoolmaster jotted down a note to look up the condition of Gillette sales a year later just as a matter of casual interest.

The annual report of the Gillette company appeared a few days ago. The Schoolmaster has never prided himself on being a skilful analyst of such documents, yet it seemed to him that there was nothing exactly dolorous about this one. Net earnings were up almost a million, \$8,411,776, to be precise, showing \$25.16 earned for each of the shares of stock outstanding in 1923. With that the Schoolmaster clamped his hat on his head and went out to ask a Gillette sales executive with whom

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# Charles Austin Bates ADVISORY SERVICE in Sales and Advertising

Sometimes I send circulars offering my services to clients of advertising agents—and sometimes the agents do not like it. There is a more or less defined feeling that such a thing is unethical—for righteous agents do not solicit other agents' accounts.

But the point is, I am not an agent, seek no accounts, and have no aspirations or ambitions in that direction. Agents whose clients are also mine usually find that already satisfactory relations become even more satisfactory and advertising managers find their work better appreciated and their responsibilities enlarged.

Perhaps it is presumptuous to offer aid to advertisers who are getting excellent and satisfactory service from their sales and advertising departments and from their agents. But there is only a little advertising that is 100 per cent perfect in plan, copy and execution, and even minor betterment may be highly valuable.

The best of us is likely at times to grow stale. Too long and too intimate application to the problems of any business tends toward some slight mental myopia and astigmatism—the vision is not quite as fresh

and clear as it was at first points quite obvious to untired eyes may be dimmed by familiarity.

The possibility that the effectiveness of plan or copy may be raised 1 per cent, or by good luck 10 per cent, is worth consideration by both agent and client. If no good is gained, at least no harm is done. A "check-up" by a wholly disinterested outsider, of some admitted knowledge, experience and skill, may be worth while even if the result should be an unequivocal O. K.

I try to keep my fees large enough to retain the respect of my clients, but the amounts are not so great as materially to affect anyone's surtax.

I can conceive it as perfectly reasonable and logical for an advertising agent to say to his client: "Why not submit the whole plan and the copy to Charles Austin Bates? Just possibly he might be able to add something worth while."

And I really believe I would do the same thing if I were an advertising manager. I can see how much merit might be made by such an exhibition of modesty and enterprise.

CHARLES AUSTIN BATES 33 West 42nd St., New York

### Capable Advertising Assistant Wanted

Capable assistant in the Advertising and Circulation Promotion Department of a great newspaper—a capable young copy and layout man with experience. Not a stunt or contest man.

One requirement will be frequent cheerful acceptance of long and irregular hours. Another is a fundamental knowledge of good English usage, apart from the acquired vernacular of business and advertising. Directmall experience and ability to write good letters desirable. Must have enough strength of character tempered with enough common sense to push printers, engravers and other production departments hard without arousing reluctance and antagonism.

The personal requirements, however, are flexible and will depend largely on the individuality of the man selected for the job.

Please append a brief summary of past connections and education to your letter of application, and state salary required.

The opportunity is excellent.

Apply by letter to "W," Box 285, care of Printers' Ink.

## Hotel Managing Director

I am at present directing a large, successful hotel, the ownership of same having just changed hands. My long experience covers every department of the modern, high-class hotel. For ten years I have been president and director of the above hotel. During this time I accomplished a yearly increase in business which paid the owner a handsome profit on his large investment. I seek the management of a large hotel in New York, Boston, Phila-delphia, Atlantic City or Chicago. I can furnish bank and social references.

Address Confidential, Box 130, Care of PRINTERS' INK. he is acquainted, "How come?" "Oh, those patents," said the illette man. "Yes, they ran Gillette man. "Yes, they ran out a while ago." He spoke of them with the magnanimous indifference that he might have accorded the news that the Persian Government was all worked up over the Teapot Dome investigation. "Our sales last year show how unimportant patents really are after a manufacturer has got his start. They give him an edge on his competitors for a while. After the first few years if he wants to hold his lead or increase it, it's up to him to advertise and merchandise.

"A whole tidal wave of foreign razors patterned after ours swept in on us when the patents expired. A few domestic manufacturers even started making them. this competition did not much nor did it last. We brought our new improved which was mechanically than any we had produced before, and we advertised this widely. But we kept on making the old, well established type. We did not pack it in the expensive case. We gave only two blades with it where we had included a dozen. We distributed it much more widely than we had ever done, and we cut the price. The result was that we did a tremendous volume of business at a satisfactory profit. It seemed as though all the advertising which we had done came rallying back again to sell for us.

## Advertising Agency

in Middle West desires connection in New York. Will buy part interest or control of established business. Address, in confidence, "T," Box 284, care of Printers' Ink. 024

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## Any Average Manufacturer in the Middle West Can Double His Sales

I F you sell \$2,000,000—\$4,000,000—\$6,000,000 or \$8,000,000 annually to a national market or larger, I can double your sales or more within twelve to twenty-four months. The length of time required will depend somewhat on the present status of your marketing department.

The only proviso in connection with this offer is that your manufacturing organization must be in good shape and your product must be sound. Give me these two factors in good condition and I will guarantee results. Further, I will prove my ability to you before any agreement is concluded.

I want a salary and commission in keeping with what I achieve for you. The purpose of this advertisement is to seek out a bigger field to conquer; I am doing a big job at this moment and will be glad to show you results in the making. I am laying plans to make myself for life and somewhere in the Middle West is an organization I can help make bigger.

I will be glad to hear from any manufacturer whose marketing organization needs strengthening.

Address "K," Box 139, Care Printers' Ink 230 So. Clark Street Chicago, Ill.

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### EVENING

Los Angeles, Calif.

### Gained 21,696 Daily Average Circulation

Sworn Government Statement, Six Months Ending Sept. 30, 1922, 145,953 Daily. Six Months End-ing Sept. 30, 1923, 167,649 Daily. Increase in Daily Average Circulation. 21,696.

### It Covers the Field Completely

REPRESENTATIVES:

H. W. Moloney, 604 Times Bidg., New York G. Logan Payne Co., 401 Tower Bidg., 6 North Michigan Ave., Chicago. A. J. Norris Hill, 710 Hearst Bidg., San Francisco, Calif.

### W. I. HUGHES

Circulation & Promotion Service

Circulation Counsel alen

Circulation Departments Organized and Supervised

Subscription and Newsstand Campaigns Prepared and Carried Out

> 1808 Tribune Building Beekman 4987

### SALES ASSISTANT OFFICE OR FIELD

Whose knowledge of selling, sales promotion and the organizing and handling of sales forces, is based on practical experience. Now a field sales executive for a large manufacturer. His knowledge is especially applicable to the automotive equipment field. Ape 27, married. Available on reasonable notice. Address "M," Box 281, Printers" ink.

"So far as the mushroom competition went, jobbers and dealers never knew what these newcomers would do. There was none of that nice dovetailing of manufac-turer-jobber-retailer effort which is at the heart of all sound merchandising. Specifically there was little stability of quality of the goods offered, no stability of supply and worst of all no stability of price."

As the Schoolmaster thought over this conversation afterwards it seemed to him that the success of the Gillette Safety Razor Company during 1923 contains a bit of encouragement for the manufacturer who is inclined toward overestimating the strength of his competition and under-estimating the strength of his own position. The best defense is a vigorous attack. In business as well as military pursuits the worst sin that can be committed is that of inactivity.

### Motor Accessories Accounts for Sando Agency

The Burpee-Johnson Company, Indianapolis, manufacturer of B-J shock absorbers and Ford automobile accessories, has placed its advertising account with the Sando Advertising Company, of Indianapolis.

The Pierce Governor Company, Anderson, Ind., manufacturer of gover-nors, also has appointed the Sando agency to direct its account. A cam-paign is planned which will feature the use of Pierce governors on Fordson derson, tractors.

### American Blower Company Appointment

Miss M. E. Oliphant, for several years with the American Blower Com-pany, Detroit, manufacturer of fans, engines, draft apparatus and dryer equipment, which are sold under the trade-marked name of Sirocco, has been appointed manager of the publicity de-rettment. partment.

PAINTED OUTDOOR ADVERTISING We own and maintain Painted Bulletins
In 137 cities and
The KIMBALL SYSTEM
TOWNED MASS.

ECONOMY





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### Misleading Use of Competitor's Mark Is Charged

M. Golden and N. Lichter, partners in the Shawmut Knitting Mills, New York, are cited by the Federal Trade Commission in a complaint charging simulation of a competitor's company name and trade-mark.

name and trade-mark.

The respondent concern is a manufacturer of knitted scarfs and sweaters, and, according to the Federal Trade Commission, by the use of its corporate name and the adoption of a trade-mark depicting an Indian's head enclosed in two concentric circles, confuses and misleads the trade and general public into the belief that it is identical with the Shawmut Woolen Mills, of Stoughton, Mass., when as a matter of fact there is no affiliation between the two

### Paper Specialties Account for Redfield

The Frank M. Sayford Company, Brooklyn, New York, manufacturer of paper napkins, doilies, finger bowls, and similar paper specialties, has appointed the Redfield Advertising Agency, Inc., New York, to direct its adertising account. Business papers and national magazines will be used in a campaign to sell packaged Sayford products to the housewife.

### Associated Dry Goods Reports Larger Profits

The Associated Dry Goods Corporation, owner of a number of large department stores, reports net profits of \$3.975.406 for 1923, as against \$3,-760.695 in 1922, \$2.835,565 in 1921 and \$1.916,568 in 1920.

### Technical Man

Young graduate in mechanical engineering, or man having mechanical experience, wanted to assist in writing trade paper advertisements and bulletins. Long experience not necessary, but natural inclination for writing is a valuable asset. Location, Eastern Pennsylvania. State education. experience and salary expected. Address "N." Box 282, care of Printers' Ink.

## American Sumberman

Published in CHICAGO

Member A. B. C. READ wherever Lumber is cut or sold.

New Subscription Price of THE MAILBAG \$1.00 a year

THE MAILBAG reproduces:
Collection Letters that have Collected.
Sales Letters that have Sold.
Coupons that have Brought the Inquiry.
Etc. Etc. Etc.
Send \$1.00 right-a-away for a year's

subscription.
THE MAILBAG PUBLISHING CO.
617 Caxton Bidg. Cleveland, Ohio

### **National Miller**

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field. 630 W. Jackson Blvd. Chicago

### CLOTH POSTERS

FOR STORE AND WINDOW DISPLAY
Tinest Drawings Taithfully Reproduced
by our photo-lith process

### SWEENEY LITHOGRAPH CO.

PHONES. BELLEVILLE . 9258 . 9300 . 9501



CANADIAN ADVERTISING



SMITH, DENNE & MOORE

TORONTO · Lumsden Bldg... MONTREAL · 275 Craig St.W

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### Offset Gravure CORPORATION

Illustrated Printing

351 West 52nd Street New York

### Selling with Rhyme and Reason

I'll sell your product with a verse, In language snappy, brief and terse, Yet for this work my fee is small, Your check for five will pay it all.

These four lines tell my story. Let me write a verse for you that will tell yours.

The rhyme attracts, interests, and makes it easy for a little reasonwhy copy to convince; and finally sell your merchandise.

Just send me some information the verse first, then if you are entirely satisfied just mail your check for \$5.00 in full payment.

LIONEL H. BERMAN Room 294 1 Madison Ave., N. Y. C.

A FARM AND A HOUSE-ORGAN

A FARM AND A HOUSE-ORGAN require intensive cultivation for maximum returns. On this basis I now edit a house-organ, circulation 83,000, recognized as one of best published. I'm ready to tackle another, whether popular or technical, elaborate or simple. I'll load it with interest. Seven years' experience, college graduate, boundless enthusiasm, workable ideas. Fully competent to establish new house-organ. Versed in typography, layout and engraving. Trained to keep down costs. Proof of my fitness is in what I've done. Ask to see it. Address "H," Box 137, Care Printers' Ink

### Newspaper Representatives Honored by Florida Counties

Honored by Florida Counties
Co-ordinated and continuous advertising is what the State of Florida needs to make known its advantage to the nation, to attract new resident and industries, and to market its products, Walter Sammis, of the business department of the New York Timer, told a number of representatives from Florida at a dinner which was held at the Hotel Commodore, New York, on February 21. As an instance of the successful use of advertising by Florida communities, he pointed out how the County of Manatee in ten years has increased its population from 9,162 people to 18,712 and its farm values from \$5,452,209 to \$9,766,334.

R. W. Pearman, Ir., of Sanford, Fla. was chairman of the committee which arranged the dinner, which was given to representatives of New York, Brooklyn, Newark, Boston, and Philadelphia newspapers by a number of counties of the State of Florida.

Hon. Park Trammel, United State Senator from Florida, was toastmaster. "Florida Food Products" were discussed by U. S. G. Welch, advertising manager of the New York Tribune. Cleveland Rodgers, of the Brooklyn Daily Eagle, spoke on "Florida Rediscovered." Other speakers were Karl Lehmann, Orlando, William H. Rankin, of the Wm. B. Rankin Company, and John Ringling, of Ringling Brothers.

of Ringling Brothers.

## WILKES-BARRE TELEGRAM

WILKES-BARRE, PA.

"Covers the Anthracite Field'

Representative

GEORGE B. DAVID CO.

110 East 42nd Street

New York City New York



monkly News Bulletins, cortoons, postals and m.

DARTNELL
Public nors Sales Manufement As
(80) Letand Ave Chicago 357 Audits

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## Classified Advertisements

First Forms Close Friday Noon: Final Closing Saturday

#### BUSINESS OPPORTUNITIES

### **Printing Machinery and Supplies**

New or Pre-Used
Printers Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, PUBLICATIONS, Etc., of all kinds. First-class work; real service; country prices. For samples of work see The Hat Industry, 392 Broadway, or Shoe Findings, 200 Broadway, New York. Also others. Two hours (67 miles) from New York. STRYKER PRESS, Washington, N. J. Phone 100.

ADVERTISING SALESMAN of proven ability can secure substantial interest in successful, established trade magazine. Investment optional, \$2,500 to \$5,000. Box 968, Printers' Ink.

Wanted to Buy, Immediately—Rebuilt or second-hand rotary web press (Hoe, Duplex, Tubular, Scott or Goss) capable of printing 16 to 24 pages, 8 columns wide; with or without stereotyping machinery. Times-Journal, Selma, Ala.

### **MAYONNAISE**

I can organize economical plant for large food manufacturer and furnish formula for a marvelous Mayonnaise that will stand up under all climatic extremes. Freeze it at 5 degrees below zero. Thaw it out in the hot sun, the taste and flavor will remain unchanged. Box 960, Printers' Ink.

BUSINESS ASSOCIATE WANTED— TROPICAL AMERICA

Permanent income assured unincumbered person who, with integrity, ability, entusiasm and good habits, can give personal services on field with reasonable investment. Language can be acquired. Direct to consumer marketing of two ethical preparations of proven merit for prevalent diseases. Advertiser is young American physician of wide experience in southern republics, thoroughly conversant with all business angles. Given the first of the control of the

CAN YOU RUN A MAGAZINE 1—15 months ago I started a national publication sold on newsstands—pulled it through its first year and got it "over the hill"—but I also own two trade publications that demand a large part of my time. If you have ability, experience and a little capital—if you can step in and manage this newsstand monthly—I'll give you an opportunity to buy a generous interest on a mighty reasonable basis. Address Box 958, Printers' Ink.

#### WE CONNECT THE WIRES

MONET MAKING RE-PUBLICAN DAILY in Eastern small city can be bought for \$75,000. Management cleared over \$20,000 last year. That's a good deal better than Vanderlip's 12% basis for newspaper appraisal! If you can back your offer with cash, ask about our No. 6302-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Booklet Work and Large Runs Solicited—New York help. Country plant. Smithtown Printery, Smithtown Branch, L. I.

PUBLISHERS—ATTENTION!
We furnish MSS. on all subjects by
competent authors. Will take advertising in exchange for all or part of our
service. Reasonable rates. Write us
your wants. Literary Bureau, Pub.,
Dept. 170, Hannibal, Mo.

#### HELP WANTED

NEW TRADE QUARTERLY wants advertising solicitors on commission at New York, Buffalo, Cleveland, Detroit and other Great Lakes cities. Address Box 970, Printers' Ink.

Composing Room Foreman—Union shop, handling publication and job work, employing about 20 men. A man who can lay out work, O.K. sheets for press, keep forms ahead of the presses and keep his eyes open. State age, experience and salary in first letter. Apply Box 967, P. I.

COPY WRITER WANTED
Young man, under 30, keen, alert, preferably with department-store experience,
for large firm, national in scope, doing twelve-million-dollar business yearly.
Reasonable salary and good opportunity
for advancement. New York City location. Write fully. Address "A. N.,"
Frank Kiernan Agency, 135 Broadway.

Salesman with Technical Experience. We sell to hospitals. We want a man who is first of all a convincing salesman, not of the high-pressure type. He should have technical training, and be able to help a building committee or superintendent lay out the details of our equipment. He must have enthusiasm tempered by good judgment. This is a traveling job, out of Chicago. Salary first year. commission thereafter. Box 955. P. I.

TECHNICAL ADVERTISING MAN— One of the oldest and largest manufac-turers of steel building products located in Northern Ohio wants an experienced advertising assistant at once. Should have technical training, knowledge of printing and engraving and layout work for catalogs, direct by mail, etc. Ad-dress Box 969, Printers' Ink.

Wanted-National Advertisement Manager, to operate from home office of one of the best evening and Sunday morning papers in the Middle West. Only those of wide experience and thoroughly capa-ble to handle correspondence and make solicitations need apply. State age, experience (with whom and how long) and salary expected. Also give reference. Box 972, Printers' Ink.

We require the services of a cultivated, well educated young woman between 25 and 35 years of age. Must be an ex-perienced correspondent, capable of writing letters that are convincing, with combined experience in book publishing combined experience in book publishing and printing estimating. Salary to start \$140 per month. This position is a responsible one and to the right woman can make it lucrative to herself as her ability is proven. We are located near Borough Hall, Brooklyn. Give full deviced the start of the salary ways and the salary ways are salary to the salary ways and the salary ways are salary ways. tailed information concerning your ex-perience. Box 959, Printers' Ink, N. Y.

### "OWN YOUR OWN HOME" ADVERTISING MAN WANTED

Preferably with Architectural or build-ing construction experience—

Able to create good copy-

Experience in preparation of Building Material catalogs necessary-

Knowledge of cuts and art work highly desirable

A good position for a man who can handle a big job.

This position is with a responsible firm of national reputation in a large city of the Middle West.

Kindly write for interview, furnishing details of your experience and references. Address Box 961, Printers' Ink.

### Copy Writer Wanted

Maybe you live in New York or Chicago; we are nearly half-way between, in a beautiful city that is growing fast, but is still very much better to live in than a metropolis.

Our agency is growing fast, too, and we need another copy man with sound ideas and the knack of expressing them

clearly and interestingly.

Our accounts cover a wide range, but more machinery than anything else. more machinery than anything else. If you have written machinery advertisements, please send us three or four proofs of your best; we will return them promptly. Outline your experience, tell us salary expected at start, and whatever else you would want to know if hiring yourself for life.

The man we are looking for will have an opportunity to acquire an interest, and will find his future limited only by his own capacity for growth. Box 965, P. I.

WANTED-A Production manager who can come into a medium-sized advertising agency, reorganize the whole department; agency, reorganize the whole department; buy art work, printing, engraving, etc., for high-grade accounts; make first-rate layouts, and develop into a major execu-tive. Only men of mature experience need apply. State qualifications and sal-ary required. Box 989, Printers' Ink.

### DISPLAY SALESMAN WANTED

If you can handle general retail accounts, on an advertising service basis which will actually help merchants sell their goods, a good position is open for you

goods, a good position is open for you on a morning and Sunday newspaper in a Central West city of 500,000. This presents a splendid opportunity for a young man, now employed in a smaller city, to get into a bigger field with greater possibilities.

When applying, state age, nationality and cover experience thoroughly. Send samples of advertisements prepared, together with your photograph.
Address Box 974, care of Printers'

Ink, Chicago Office.

### MISCELLANEOUS

North Carolina feature articles, investigations and reports furnished by vestigations and reports furnished by experienced publicity and advertising writer. Address, M. A. Rollins, 312 N. Broad Street, Winston-Salem, N. C.

Cheley's "The Job of Being a Dad" worth weight in gold to fathers. \$1.75, postpaid. Money-back guarantee. Irving Woodman, 26 West Eighty-second Street, New York.

#### POSITIONS WANTED

Man who has studied out sales prometion in automotive field to nth degree would like to connect up with agency agency or publication.
of Printers' Ink. Address Box 962, care

Booklets, letters and unusual publicity copy written in the vein that attracts and grips interest. Woman free-lance writer of wide experience. Address Box 953, care of Printers' Ink.

### ARTIST

Free-Lance; high-grade commercial work; good lettering; original ideas; reasonable charges. Box 954, Printers' Ink.

Editor of leading class magazine desires connection on profit-sharing non-salary basis. Address Box 952, Printers' Ink.

### Free Lance Copy

New York writer, eight years copy chief big agencies; weekly fee or piece basis. Box 971, Printers' Ink.

### COPY SERVICE—by

a man of 10 years' experience writing for big New York clients. Direct-mail or space campaigns for advertisers, agen cies or publishers. Box 966, P. I.

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WIDE-AWAKE BUSINESS WOMAN desires interesting, responsible position. Cultural background and department manager. Unusual initiative. Box 973, Printers' Ink.

Editor trade journal, 8 years in touch with country's chief industries and commodity markets, wants change where brains, ability, knowledge count. Box 983, Printers' Ink.

Electrical Jobbers: Avoid harassing details in that new catalogue. Keep your organization at regular duties. Will build book in your office under your supervision. Box 986, Printers' Ink.

Advertising or Publicity—Young man, 25, college graduate, 5 years' experience—newspaper reporting and advertising, wishes New York connection with agency or publicity organization. Willing to start low to climb high. Box 979, P. 1.

### COPY RADICAL

wants job where conscientious digging, straight thinking and original presentation really count. Would sell my brains; present employer buys what I would rather keep. Box 987, Printers' Ink.

Experienced Promotion Executive with successful experience both in manufacturing and publishing fields. Thorough, analytical, plans complete campaigns—and writes the copy that makes them pull. University educated, Could your Promotion Department use him? Box 976, P. I.

A PUBLIC SPEAKER—Publicity man, organizer, desires position. Admirably fitted to serve as secretary of Trade as'n requiring platform salesmanship. Twenty-nine, married, highly recommended, thoroughly experienced, optimistic, determined, a success. Salary desired, \$4,500. Box 957. Printers' Ink.

ASSISTANT PRODUCTION MAN

Compositor, 24, seeks position in advertising agency or publishing house. Can make attractive and sensible layouts, order engravings, etc. High school and Y. M. C. A. advertising course graduate. Capable, energetic Christian. Salary, \$35. Box 984, Printers' Ink.

Advertising or Publicity Position—24, teachable, salary-sensible. 23 months on two magazines—one Western, one New York—writing, rewriting, editing, reporting, makeup, advertisements, editorials, reading manuscripts, correspondence. Honor graduate, school of journalism. Also specialized in English and psychology. Employed, Married. Box 988, P. I.

### ATTENTION PUBLISHERS

Have you need of a high-grade representative? Age 39, married, college and law-school graduate, 10 years' display newspaper advertising and 7 years' sales and service in advertising agency. Open for a connection with a live organization in the Middle West. Box 978, P. I. YOUNG MAN, 25, MARRIED, FUNDA-MENTAL KNOWLEDGE OF ADVER-TISING, DESIRES CONNECTION WITH AGENCY, TYPOGRAPHER OR NEWSPAPER. Box 980, Printers' Ink.

EXECUTIVE

Executive, university man, married, 33 years old, with broad vision and wide, successful past experience available as office manager or sales executive. Now credit manager for large nationally-known publishing house. Box 982, P. I.

ADVERTISING SALESMAN—Long, successful experience; reliable, resourceful worker; familiar general magazine, class, trade publications; wide acquaintance agencies, advertiser's New York and Eastern territory, available for established publisher; best references. Box 956, P. I.

### SALESMAN

Advertising Salesman, eight years' experience, excellent record, desires good opening; moderate salary at start. Box 975. Printers' Ink.

AGENCIES AND PUBLISHERS

A young woman who has been promoting a New York newspaper and a weekly magazine is open for a position with agency or publisher. She writes good copy, knows layout, production and publicity, and is the writer of "Between Ourselves" in The Literary Review. Box 990, Printers' Ink.

Intelligent Young Man—Good selling and business experience. Last two years soliciting advertising for a large national publication. Initiative and executive ability in direct proportion to knowledge of subject. Confident of producing desired results. Age 32, Christian, married, college graduate, good health, pleasing appearance and personality. Box 977, P. 1.



### WITH A WELL-KNOWN ADVERTISING AGENCY

a young man seeks a change—not for the sake of an increase of Five or Ten Dollars a week, but in order to build for himself a real future.

Thorough knowledge of type and layouts is one of his assets. In addition he is experienced in writing copy, soliciting advertising and handling accounts, as well as in every other phase of the agency business. Salary must approximate \$5,000 a year.

Box 963, Printers' Ink.

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## BOSTON a City of

## Strong Newspaper Preferences

A<sup>N</sup> unusual situation exists in Boston. Ancestry, tradition and evolution have divided the people of this rich market into two distinct groups—each group with certain beliefs, likes and dislikes, and each with its own ideas of what a newspaper should be. As a result, the four major newspapers of Boston serve only one or the other of these two groups, and the circulation of each is necessarily confined to the group served.

The quarter million families that make up one of these groups prefer the Herald-Traveler to the other Boston papers. They like the general character, editorial policy and news treatment which differentiate the Herald-Traveler from the other three papers that serve the other group. It mirrors their preferences.

And these people comprise the most important part of the Boston market. Such is the judgment of successful national advertisers. Proof of this is found in the fact that the Herald-Traveler carries more national advertising than any other Boston daily newspaper. The Herald-Traveler reaches people who buy every kind of merchandise and who are financially able to respond to advertising.

To cover all of Boston, one or more of the other three Boston papers must be used in conjunction with the Herald-Traveler.

"The Road to Boston" explains the situation as it exists in Boston and tells how the advertiser can most effectively advertise and merchandise his product in this rich market. We will gladly send it to you on request.

THE BOSTON HERALD-TRAVELER

# DEALER INFLUENCE of NEWSPAPERS

IN recent investigations made for various manufacturers by the Business Survey of The Chicago Tribune, Chicago retailers have been asked what kind of advertising by the manufacturer would do them the most good.

Newspaper advertising was given as first choice by 66% of the retailers. Preferences of the remaining 34% were divided among magazines, bill-boards, car cards, sampling, demonstrations, coupons, direct mail and store advertising.

What periodical can approach the "dealer influence" of The Chicago Tribune, which is read by 80% of the grocers, and by 84% of the druggists of this metropolis. The second paper reaches only 54% and 52% respectively.

## The Chicago Tribune